



National Park Service Cooperating Association

2005 Annual Report of Aid and Revenue





(Cover) Glen Canyon Natural History Association hosted Christa Sadler as a guest speaker on the 1.2 billion year fossil history of the Colorado Plateau. The program brought in a nice mix of Page, AZ residents and Glen Canyon visitors to the park's amphitheater.

(Above) Fort Laramie Historical Association's big event for the year was the reburial of Mni Akuwin, a Sioux Indian maiden's remains. The event had not only with a marker, but a new wayside exhibit. The clergy from the local Episcopal church and Lakota Honor Guard also participated.

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2005 Annual Report of Aid and Revenue

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Cooperating Association Program Summary

In 2005, Cooperating Association activities became even more integral to National Park Service operations. Associations as a whole reported another successful year helping the NPS meet its interpretive and education mission.

The National Park Service (NPS) had standard cooperating association agreements with 66 nonprofit cooperating associations at the end of FY05 which ended on December 31, 2005. Associations operated almost 1,000 outlets in 325 units of the National Park Service in FY05.

The Cooperating Association Annual Report of Aid and Revenue seeks to discuss both the quantitative and qualitative value of the cooperating association partnership. While most of the report's analysis is based on financial reporting—a quantifiable indicator, a new reporting format was introduced for FY05 which captures the financial and non-financial contributions made by cooperating associations. Cooperating associations are mission-driven organizations. They not only enhance park visitor experience, but as evidenced, association activities are seen as critical to providing interpretive services as part of park operations.

The National Park Service (NPS) had standard cooperating association agreements with 66 nonprofit cooperating associations at the end of FY05 which ended on December 31, 2005. During the year, one agreement was terminated. The Board of Directors at Great Basin Natural History Association decided to cease functioning as a cooperating association. The organization did not fold but rather turned over its bookstore operation to Western National Parks Association on June 2, 2005, which is the date Director Mainella authorized the additional outlet for Western National.

The Rosie the Riveter Trust worked with park management at Rosie the Riveter/WW II Home Front National Historical Park to develop plans for interpretation at that site. Planning includes a bookstore operation in addition to engaging in general fundraising activities. It is expected that “Rosie” will be reporting in FY06.

The Encampment Store began managing cooperating association operations at Valley Forge National Historical Park at the tail end of FY05. The park's previous retail partner terminated its agreement with the NPS. Reporting of financial activities is expected to commence in FY06.

Background

The National Park Service/cooperating association relationship began in 1923 with the

founding of Yosemite Association. In 1936, the Department of Interior noted in its Annual Report that cooperating associations are “helpful organization[s] able to finance and promote the education and research programs in a park in ways not open to a Government operation. In 1937, Congress codified that assertion making appropriations available for field employees to work in concert with cooperating associations. Associations are private nonprofit organizations chartered by state governments. All NPS cooperating associations are 501(c)(3) organizations and annually must file the appropriate Internal Revenue Service Form 990 “Return of Organization Exempt from Income Tax”. A copy of that filing is made to the Servicewide Cooperating Association Coordinator along with a narrative statement of activities and NPS Form 1040 “Non Profit Report to Federal Land Management Agency” The NPS Cooperating Association Annual Report of Aid and Revenue is the result of those submissions.

Association Accomplishments

Cooperating associations provided interpretive sales and services to visitors. Revenues generated from all sources totaled \$130 million with associations returning \$52.8 million to their National Park Service partners. The Aid to NPS was used for research, publications, training of NPS interpretive staff, special events, Volunteers-in-Parks recognition, Junior Ranger programs, park newspapers, calendars, free literature, for sale publications, equipment, supplies, and community outreach.

Final touches were put on the new multi-agency Nonprofit Annual Report of Operations and Aid form that can be used by federal land management agency nonprofit organizations. The form was used for the first time with this FY05 annual report.

NPS Servicewide News and Initiatives

Director's Order 32 that sets policy for the NPS partnership with cooperating associations sunset December 31, 2004. In July 2005 a DO 32 work group began weekly conference calls,

reviewing and updating the sunset DO to prepare it for comment and input from NPS and partner organizations.

Work Group members participated in the weekly conference call. Discussion topics included

- Authority to review associations
- Park coordinator roles and responsibilities
- Cooperating association/friends group hybrid organizations
- Proper use of supplemental agreements
- NPS personnel and their activities with cooperating association boards of directors
- Proposed minor changes to the current agreement
- Sales of Friends Group merchandise by cooperating associations
- Mandatory Use of Scope of Sales
- Sales of Friends Group merchandise by cooperating associations
- Mandatory Use of Scope of Sales

Legislation

A “Buy American” amendment was attached to Interior Appropriations Bill HR 2361 that would require that all merchandise sold in park gift shops be Made in the USA. This was further clarified to refer to craft items. Though the amendment specifically mentioned concession contracts, there was concern that there may be an effect on cooperating association activities since they also conduct merchandise sales at units of the National Park System. The draft DO 32 recommends encouraging the sale of American made crafts.

Cooperating Association Annual Report

The 2004 Annual Report of Aid and Revenue (http://www.nps.gov/interp/coop_assn/Downloadables/AR04_8pmd.pdf) was compiled and sent to the Directorate, field, and cooperating association managers in June 2005. Sixty-seven cooperating associations reported some kind of activity with some associations folding, some new associations forming, and established associations acquiring new partnerships.

Training

Rose Fennell and Corky Mayo presented training on Scope of Sales at the 2005 APPL Convention and in the National Capital Region.

Partnerships

Several divisions of the Washington Administrative Support Office (WASO), regional and park staff, the NPS Partnership Council and partners have initiated discussion on the roles of nonprofit partners to the NPS. This includes a discussion of friends organizations and cooperating associations and their respective sources of revenue.

Meetings

Rose Fennell attended the preparation meeting to issue the request for proposal for the new visitor center at Gettysburg National Military Park. Attending were representatives from the Gettysburg Foundation, the Northeast Regional Office and the park.

Additionally, Rose Fennell attended Board of Directors meetings for Western National Parks Association and Eastern National.

Smart Cards

Association and NPS managers worked to clarify guidance on implementation of Homeland Security Presidential Directive 12 (HSPD-12) which requires government offices to issue identification cards to employees and contractors. The Washington Office provided definitive direction to the field on how the NPS is to deal with volunteers and cooperating association employees with respect to HSPD-12. Until further notice, NPS has determined that HSPD-12 does not apply to volunteers and cooperating association employees. There are continuing discussions on how to further refine these policies.

Association of Partners for Public Lands Convention

National Park Service had a significant presence at the annual meeting of APPL Portland, OR March 6-10, 2005. Rose Fennell coordinated or presented at 6 sessions over the course of the 4 day conference. Topics included scope of sales, financial reporting, marketing, and cooperating associations as friends groups, and the agency roundtable.

The 2006 convention was held in Little Rock, AR from March 5-9, 2006.

Cooperating Association Program Narratives

Each year, as part of National Park Service Cooperating Association reporting requirements, association managers submit a narrative statement highlighting the year's accomplishments, operations, and even obstacles. What follows are the FY 2005 programmatic highlights as reported by our partners in interpretation and education.

Alaska Natural History Assn

FY05 AID	FY05 NET REVENUE
\$1,647,484	\$2,008,550

2005 marked the 25th anniversary of the landmark legislation that created or enlarged most of the national parks in Alaska. In honor of the 1980 passage of the Alaska National Interest Lands Conservation Act, Alaska Natural History Association (ANHA) funded, designed and fabricated an ANILCA exhibit; published, with help from a grant from the National Park Service, a new edition of *This Last Treasure, Alaska's National Parklands*; and was a major sponsor of a multi-day celebratory event featuring President Jimmy Carter.

New visitor facilities opened in Denali National Park and Preserve including an incredible visitor center, baggage handling shed, food court, restrooms and a 2,500 square foot bookstore. Under a unique agreement, the bookstore is a stand-alone operation managed and staffed by the Association and includes items supplied by the park's concessionaire. One of the most popular items for sale has been a lengthened retail version of the new Park film *Heartbeats of Denali*, which won a first place award from APPL in its category.

Also in Denali, the Murie Science and Learning Center experienced its first full year of operation as a partnership between the Association, the National Park Service and a number of other educational organizations. The dedicated educational facility hosted a number of events as well as regularly scheduled programs for adults and children. The Association's education arm, the Alaska Natural History Institutes, held daily and accredited multi-day programs within the Center and its remote field camp.

During the year, the Association launched a new image for the organization. The "Raven-Bear" logo replaced the familiar "March of the Caribou" in response to a need to better express its statewide presence. The image also reflects the

close relationship to our land management partners in Alaska.

Arizona Memorial Museum Assn

FY05 AID	FY05 NET
\$2,521,053	\$11,835,359

2005 was a great year for the national parks served by the Arizona Memorial Museum Association (AMMA). The new audio tour at the USS Arizona Memorial has proven very successful. During the year, more than 175,000 units were rented by visitors with 100% positive feedback on this interpretive program. Survivors speak in first person of their experiences during the attack on Pearl Harbor, their duty stations, what they saw, and how they felt. Narrated by U.S. Navy Veteran Ernest Borgnine, this APPL award-winning program is a popular activity at the USS Arizona Memorial. The program now provides substantial revenue, which translates to increased aid to the NPS for other interpretative and educational programs.

The Association was able to bring Navajo Code Talker Teddy Draper back to Iwo Jima for the 60th Anniversary observance of the WWII battle. The staging point for the one-day trip to Iwo Jima was Guam, where Mr. Draper was able to go into the public schools and share his Navajo culture and recollections of the battles of Iwo Jima and Saipan with local students.

The new video conferencing program at the USS Arizona Memorial is beginning to gather momentum and more schools are participating in the Witness to History Program, where Pearl Harbor Survivors are projected live into classrooms across the country.

With a primary emphasis on education in the parks, AMMA has been successful in raising funds to provide transportation, educational materials, and audio rentals to low-income students on Oahu who might not otherwise be able to afford to see the memorial. First Hawaiian Bank has made a substantial grant available to AMMA



Denali Bookstore operated by Alaska Natural History Association.

over the next five years to provide similar services to schools in Saipan and Guam for the educational efforts at those national parks.

An educational DV-ROM produced by AMMA on the Pearl Harbor attack was released at the end of the fiscal year and made available at no charge to teachers. The DV-ROM is complete with lesson plans and video footage of the attack, as well as Pearl Harbor survivors' stories.

AMMA has also had a successful year with fund-raising, raising over \$7 million toward the \$34 million goal for the new visitor center.

Assn for the Preservation of Virginia Antiquities

FY05 AID	FY05 NET
\$90,257	\$200,445

Association for the Preservation of Virginia Antiquities (APVA) has been in partnership with Colonial National Historical Park for more than 70 years at Historic Jamestowne. APVA began operation of the Museum Store at Historic Jamestowne's temporary Visitor Information Station in July 2004, and operated a second museum store at Historic Jamestowne at the Dale House on the James River until November 2005. All proceeds from the stores went to funding programs at Historic Jamestowne. The Dale House is now being renovated and converted into much needed food service for the site.

Historic Jamestowne served 292,183 visitors in 2005, and combined sales from both stores was \$466,084. APVA is working to expand its approved product lines and develop unique educational and interpretive products for the Historic Jamestowne site. Reproductions of many of the artifacts found at Jamestown are available in the museum store, with many more in progress. An educational game about the beginnings of the Jamestown Colony is due to be released in the near future and two publications about the park will be out in time for the 400th anniversary in 2007. One will be a comprehensive guide to the park and the other a pictorial history of the Jamestown church tower and memorial church.

APVA's Jamestown Rediscovery Archaeological project is stimulating worldwide interest in the new research surrounding the early-17th century colony. Beginning in 1999, APVA and the NPS co-sponsored a long-term plan for the interpretation and preservation of the whole of Historic Jamestowne. Extensive building and interpretive projects are underway to provide visitors with a seamless experience that draws from the unique and genuine nature of the resource. Due to open in May 2006 is APVA's Archaearium. Visitors will experience the development of the first perma-

nent English settlement and its rediscovery through recent archaeological finds. This state-of-the-art facility tells the story of James Fort through innovative exhibits designed to represent the exact contexts in which the artifacts were found. A new APVA museum store will be a part of this facility to extend Historic Jamestowne's mission through educational products and additional revenue.

In addition to the Archaearium and the Dale House building projects, the APVA has been involved in the planning and construction of the new visitor center set to open in October 2006. A new collections and research facility was completed in 2005 as an addition to APVA's Rediscovery Center. APVA deeded the land for this latter project to the NPS.

The Association continues to support programming at Historic Jamestowne through both funding and staffing of special events and tours. Jamestown Day and Archaeology Day programming, including a very popular dig box activity, was planned and carried out by APVA staff and volunteers. Association field archaeologists were on hand for both weekend events. APVA also created and maintains the Historic Jamestowne website, www.historicjamestowne.org.

Badlands Natural History Assn

FY05 AID	FY05 NET
\$95,165	\$126,359

Badlands Natural History Association (BNHA) had a reduced sales year due to the closure of the Ben Reifel Visitor Center from October 2004 through December 2005. A temporary contact station was used as the bookstore, but it experienced reduced visitor traffic for the information desk and for sales. A new bookstore is planned for the Ben Reifel Visitor Center featuring a new point of sales system, new book displays, and a separation of functions from the NPS information desk and the BNHA sales desk. The new store is set to open May 2006.

BNHA supported projects for the new visitor center exhibits, which feature 77 casts of Badlands fossils made by South Dakota School of Mines fossil casting program from Badlands specimens. BNHA paid for a third of the casts in FY05 and will cover the remainder in FY06. The Association will be able to sell fossil casts in the new bookstore in June 2006.

Four large murals were created by Laura Cunningham, Thomas Miller, and Jim Whartman to serve as backdrops for models and casts of past environments in the Badlands. BNHA owns all of the original artwork and has

exclusive rights for reproduction for three of the pieces, and posters will be printed as sales items from the work. The murals feature a time when the region was underwater.

BNHA also paid to print the *Prairie Preamble*, the park’s activity guide, which was distributed to 900,000 park visitors. BNHA paid a portion of two internships, purchased more than 100 books for the park library, and catalogued nearly 300 books. Lastly, BNHA provided support for seasonal training and orientation for interpreters.

Big Bend Natural History Assn

FFY05 AID	FY05 NET
\$170,783	\$296,179

Following two years of record rainfall, Big Bend Natural History Association (BBNHA) experienced more desert-like weather in 2005. Diminished rainfall led to a mediocre desert bloom and a return to barely average bookstore sales in the fall and spring seasons. Lake Amistad profited from the previous years’ rainfall as lake levels increased, and bookstore sales there briefly surged in the fall season. Higher lake levels also led to the lake being discovered as one of the world’s premier bass fishing lakes. Big Bend National Park reported record visitation in 2005, exceeding 400,000 visitors for the first time ever. Unfortunately, the BBNHA cash registers did not corroborate the record visitation.

In August, BBNHA sponsored and organized the second annual Big Bend Nature Festival, which was well received by those who attended. Through questionnaires, BBNHA learned that people did not want to see the festival grow much larger. They greatly valued the intimacy of the activities and the chance to meet and speak with NPS personnel informally. The geology tours conducted by park geologist Don Corrick and talks with superintendent John King were the most mentioned highlights on the questionnaire.

The disastrous hurricane season that hit the Gulf Coast was also devastating to BBNHA. After the August and September hurricanes hit Louisiana and Texas, gas rose to more than \$3 per gallon locally and bookstore sales plummeted. Refugees from New Orleans and Houston came as far as the Big Bend to escape, and the park briefly offered free entrance and camping to them. Being a destination park on the road to nowhere else, gas prices dramatically affect visitors’ travel and spending habits. After the refugee traffic died down, visitors still came; they still booked hotel rooms and ate in local restaurants; they even booked river and jeep tours. They did not, however, spend money in BBNHA bookstores as

they had in the past, nor did they spend on curio items on the local economy. It was a lesson in vulnerability the Association will take seriously in FY06.

Black Hills Parks & Forest Assn

FY05 AID	FY05 NET
\$24,084	\$105,540

The Black Hills Parks and Forests Association (BHPFA) experienced another successful season at its sales outlets in 2005. Total sales for the fiscal year amounted to \$447,559, a 6% increase over 2004. A good share of increases in sales over the last few years comes directly from the addition of new items within the inventory. By removing poor sellers and deleting out-of-date items, the Association has gradually created an excellent diversity of professional and quality interpretive products. BHPFA added more than 100 new sales items to the outlet shelves in FY05.

BHPFA completely remodeled the bookstore area at the Wildlife Station Visitor Center of Custer State Park, and this one location had sales topping over 34% from the previous fiscal year. Finally, aid has increased for from about \$40,800 to nearly \$43,000. This increase will help BHPFA’s partners provide special interpretive projects, offer internships, complete displays and exhibits, and offset workshop registration fees.

Bryce Canyon Natural History Assn

FFY05 AID	FY05 NET
\$464,602	\$737,529

The Bryce Canyon Natural History Association (BCNHA) continues to be an invaluable partner to the NPS. 2005 brought another outstanding year of critical support with a total of \$208,952 provided to further education, research, and interpretive programs at Bryce Canyon National Park. In a continuing positive trend, BCNHA recorded its highest revenue-generating year despite slightly decreased visitation.

BCNHA continued to fund the park’s newspaper, the popular Junior Ranger Program, and the education outreach program at Bryce Canyon. Support was also provided for additional interpretive and volunteer programs throughout the busy summer season.

Association emergency reserves were enhanced to provide operational money in case of natural and economic disasters. In 2005, the High Plateaus Institute offered a full range of programming and support to researchers working in Bryce Canyon. In addition, geology, botany, and fauna programs were offered to visitors. Nearly 20,000 visitors participated in Night Sky programs that were conducted in the park.

BCNHA-sponsored education programs provided outreach to schools throughout the state of Utah, and more than 3,400 students and educators participated in programs conducted at Bryce Canyon or in classroom visits. Two university scholarships were funded to affirm the Association's commitment to higher education.

The newly implemented Dollar Check-Off program provided over \$33,000 to support two seasonal positions at Bryce Canyon. The program is a partnership between the NPS, BCNHA, and a gateway business, Ruby's Inn. The voluntary program allows guests lodging at Ruby's Inn to donate one dollar per night's stay to the park.

In 2003, a bold new education and research initiative was taken at Bryce Canyon with the formation of the High Plateaus Institute. In collaboration with the USFS and BLM, this multi-agency endeavor provides research and educational opportunities for a diverse audience. Monies and approvals were secured to renovate the historic Bryce Canyon Administration Building to serve as the Institute's home. The first field-based programs will be offered in June 2006.

Cabrillo National Monument Foundation

FY05 AID	FY05 NET
\$201,696	\$267,729

Cabrillo National Monument Foundation (CNMF) has supported Cabrillo National Monument and the NPS for 49 years. During FY05, the Foundation contributed over \$23,000 to NPS projects. The Board of Trustees and staff also maintained the cooperative tradition by providing significant non-financial aid to the monument and the NPS through active participation in park programs and outreach activities.

The Foundation continued to provide assistance to the Natural Resource Science Division by funding almost \$3,100 for projects, including supplies for mussel outplanting, Point Loma macro-invertebrate identification and inventory, and herpetological surveys. As in previous years, CNMF staff and members worked closely with NPS staff on a variety of projects and activities, including the Cabrillo Festival, Whale Watch Weekend, and the grand opening of the Assistant Keeper's Quarters.

CNMF's sales area continued to serve as an extension of the monument's interpretive program by providing sales items that supplement monument themes. The Foundation supports their volunteer program, the addition of books and supplies to the library, the reprinting of park brochures, and many educational programs associated with the local schools. CNMF also

funds the quarterly newsletter *The Explorer*, which is circulated to Foundation members, park friends, neighbors, and visitors.

Canyonlands Natural History Assn

FY05 AID	FY05 NET
\$375,953	\$890,857

2005 was an outstanding year for Canyonlands Natural History Association (CNHA) financially. First, in response to the public's request, CNHA presented a more varied scope of products. Second, some old "stand-by" products were redesigned, giving them better shelf appeal. Third, the Southeast Utah Group partner reported an overall increase of 6% in visitation at their six sites. These three factors set the stage for a dramatic increase in sales.

The most exciting news came with the grand opening of the new Arches National Park Visitor Center. The site opened in early August and park visitors responded positively. CNHA has learned the selling power of a roomy, cheerful, and well-laid-out bookstore. This new store had much to do with the contribution to the NPS, which increased by 20%.

CNHA also undertook the task of upgrading the point-of-sale system in 2005. With multiple stores in outlying areas, it was becoming increasingly more difficult to track sales and inventory and receive accounting information in a timely manner. The new system was installed early in the year, which provided enough time to work out the major kinks before the Arches Grand Opening. It was an expensive project that taxed the entire staff, but the Association is pleased with the results, positioning CNHA for future growth.

Capitol Reef Natural History Assn

FY05 AID	FY05 NET
\$128,494	\$253,667

Gross income for Capitol Reef Natural History Association (CRNHA) in FY05 was \$495,763 – a 6.5% increase from FY04. Providing \$99,525 in aid to the NPS, CRNHA continued its vital role in supporting the park's education, interpretation, and research programs. This funding provided supplemental information desk and visitor center staffing, and paid for publication expenses. It also provided support for several cultural interpretation special events and new books for the park library, as well as needed program supplies.

Beginning in August, CRNHA began promoting its underdeveloped membership program, which has already resulted in a 60% increase in Association membership. Employees of CRNHA

continued to operate and staff the historic Gifford Farmhouse, with a visitation record of 7,552 in its 10th season. Association staff provided ongoing loom-weaving, rug braiding, wool spinning, and quilting demonstrations.

CRNHA also sponsored an Easter celebration, attended by more than 300 visitors. Children and adults participated in games, an Easter Egg hunt, and enjoyed the display of early Easter baskets. Later in the year, a Spring Celebration/Open House was held at the Gifford House, with nearly 500 visitors in attendance. Guests were entertained with old time country music and special pioneer craft demonstrations, such as a sheep wagon display and smoke house demonstration. As in previous years, the Association was instrumental in funding, planning, and implementing Kid's Frontier Days, a series of programs and demonstrations on pioneer life for grade school students.

FY05 saw the completion of the auto touring guide, developed with a geology professor at Brigham Young University Dr. Tom Morris. The guide, covering Highway 24 through the park and the Scenic Drive including the historic Fruita area, has been successful in helping visitors gain a greater understanding and appreciation of park resources. Furthermore, a newly enhanced and updated website has helped CRNHA move into the world of online selling, which has already increased sales. A new high-definition DVD on Capitol Reef will be completed in 2007, shown in the visitor center theater, and made available for sale. The Association again provided a scholarship for a college-bound student.

Carlsbad Caverns and Guadalupe Mountains Assn

FY05 AID	FY05 NET
\$244,787	\$495,194

Since 1957, Carlsbad Caverns Guadalupe Mountains Association (CCGMA) has supported both Carlsbad Caverns and Guadalupe Mountains National Parks. CCGMA is proud to announce that in FY05 total donations to both parks surpassed the \$3.5 million mark. Furthermore, in FY03, FY04, and FY05 alone, CCGMA has contributed over \$750,000 in donations to both of these parks.

One significant event for FY05 was the addition of two new scripts to the Audio Guide. A Japanese tour script now educates foreign visitors on Carlsbad Caverns, and has been very well received. CCGMA also added a "Kids Script" for children 12 and under, which has proved very fruitful as shown by an increase in children using the Audio Guides. CCGMA also conducted a

survey with a group of third graders and found that they retained a large amount of information about the caverns with the new Audio Guide.

Another exciting event for FY05 was the publishing of *Mammals of Carlsbad Caverns* – a culmination of nearly three decades of work done by a father/son team Ken and Keith Geluso. All notable mammal observations made over the last 30 years are included. It covers species accounts for all 63 species of mammals found in the park, including 15 species of bats. Funding for this book was made possible through the Adopt-A-Bat program and the NPS.

During FY05, both Carlsbad Caverns and Guadalupe Mountains National Parks used the Association's donations toward many exciting projects. For example, Carlsbad Caverns dedicated most of the funds toward exhibit planning for a much-anticipated rehabilitation of the park's visitor center, which is scheduled to begin construction in October 2006. Both parks have continuously kept their VIP and SCA program successful by using the Association's donation. It is also noteworthy to mention that both parks used the donation to fund outreach and education programs in FY05.

Colorado National Monument Assn

FY05 AID	FY05 NET
\$93,332	\$117,449

The Colorado National Monument Association (CNMA) experienced its best sales year ever, with gross sales reaching \$198,455. Many factors contributed to increased sales, including more local visitors traveling to national park sites on the Colorado Plateau, various special events and festivals in the Grand Valley, new sales products, and the addition of background music and a change in product layout in the store. Next year's goal is to exceed the \$200,000 mark. CNMA donated \$45,405 in goods and services to Colorado National Monument in 2005.

The annual Ride the Rockies Bike Ride, a six-day, 400+ mile ride across Colorado started in Grand Junction this year. This was the first time that the ride stayed in one city for two consecutive nights, and the first time that the ride went through Colorado National Monument. More than 2,000 bicyclists pedaled along the monument's Rim Rock Drive on Father's Day. CNMA and NPS employees staffed sales and information booths at Grand Junction High School, the staging area for the ride. Extra CNMA staff was also at the visitor center to assist the riders.

In 2005, 1,111 people attended CNMA-sponsored



Ride the Rockies bike riders climb the east side of Colorado National Monument on June 19, 2005. CNMA and NPS employees provided support. Photo by Sally Bellacqua.

programs, including 500 people who came in 95-degree weather to listen to the Centennial Band, a local volunteer band that plays Sousa marches and other musical favorites, as part of the monument's 94th anniversary event. The monument waived the entrance fee for the day. CNMA continued its popular Walks and Talks Series with program offerings including geology hikes, wildflower walks, how to use a map and compass, astronomy programs, and PowerPoint presentations on flash flooding in Colorado National Monument and the decline of the pinyon-juniper forests. CNMA assisted the monument's volunteer program by providing supplies for the Trails and Rails program and VIP training and appreciation functions. CNMA printed a Spanish Junior Ranger booklet and donated 100 copies to the District 51's Dual Language Academy located at the New Emerson School.

CNMA also provided funds for the installation of three new wayside exhibits along Rim Rock Drive and the repair of a fourth. The stone bases closely resemble the type of stonework done by the CCC in other places in the monument. CNMA paid for Colorado National Monument Superintendent, Bruce Noble, to attend the APPL conference in Portland. It was the first time in eight years that a representative from the monument had attended an APPL conference. CNMA oversaw the installation of four memorial benches in the monument, and donated money for plant identification markers for the native landscape garden in front of the Colorado National Monument Visitor Center. Visitors can now walk the gravel path through the plants native to the high desert, aided by the markers and an interpretive brochure.

Crater Lake Natural History Assn

FY05 AID	FY05 NET
\$185,130	\$250,680

Crater Lake Natural History Association (CLNHA) gross sales were up by 8% over last year, totaling \$464,539 from operations at five outlets. With more than 103 renewed memberships, donations to the NPS were \$1,045. The Great Basin Visitor Center and Illinois Valley Visitor Center's contributions were less than \$10,000 and as a result they were closed in August and September of last year. The NPS operated the information desk at Crater Lake headquarters from November through April and the Association hired sales clerks to operate sales outlets from May through October.

CLNHA board member April Azary Thomas has taken the lead role in writing a membership newsletter, *Crater Lake Herald News*, that will be mailed out to all 408 Association members twice

a year. CLNHA also initiated a members' day once a year, which includes a day-hike led by an NPS employee.

Donations to the NPS totaled \$32,700 to support interpretive and research programs in FY05. An additional \$38,000 was allocated for information assistance provided by CLNHA personnel, and another \$4,500 paid for pre-publication expenses. Neither Crater Lake National Park nor Oregon Caves National Monument used all their allocated funds in FY05.

Craters of the Moon Natural History Assn

FY05 AID	FY05 NET
\$2,867	\$106,882

According to park records, visitation to Craters of the Moon for FY05 was 186,744, up 15.5% over FY04. Revenues for the year, including Hagerman Fossil Beds National Monument, were \$185,880, an increase of only 2% over FY04. This is mainly due to the fact that the visitor center was closed from late October through April, while sales were being done out of a seasonal apartment. All things considered, though, it was not a bad year for Craters of the Moon Natural History Association (CMNHA).

In partnership with the NPS, CMNHA donated nearly \$5,250 in outright funds for projects at Craters of the Moon and Hagerman Fossil Beds, and an additional \$34,404 in information assistance from Association personnel. The assistance from Association personnel at the front desk is of primary importance to the NPS, especially in light of cutbacks in funding and personnel there. CMNHA was able to provide visitors with a park newsheet and event schedule. Funds were also used to purchase media support and film for the Interpretive Division, resource materials for the Resource Management Division, and library books, magazine subscriptions, and professional memberships for other NPS employees. Hagerman funds were used to purchase a microscope and test tubes for fossil specimens.

Death Valley Natural History Assn

FY05 AID	FY05 NET
\$261,621	\$534,814

FY05 was a year of extremes for Death Valley Natural History Association (DVNHA). With the park struggling to recover from the flooding in August that destroyed the main park entrance road and closed the park for 10 days, the first five months of the year were not as successful as usual. Visitation was down 15% through February and sales were down 30%. DVNHA was looking at drastic cost-cutting measures to ensure the level of promised aid could be met.

When March came, though, the rains of the fall and winter made for a great wildflower season. Local publicity encouraged visitation, and on March 6th Death Valley was featured on the cover of the *New York Times* Travel Section. Visitation increased 155% over March 2004, and sales increased the same amount. With the re-opening of the park's main entrance road, German and French visitation continued into the summer months. DVNHA finished the year with visitation up almost 28%, sales up 36%, and with the celebration of the first year with over \$1 million in sales.

With the extra revenue generated by the wildflower season, DVNHS was able to increase its aid to Death Valley National Park substantially over last year's \$63,000 figure. The Association supported a number of recurring projects, including the Scotty's Castle Intern position (which provided 1,671 educational contact hours), the Curatorial Cleaning program, and the publication of 232,000 copies of the park newspaper and other free publications. New projects included the translation of the Scotty's Castle walking tour into 12 different languages.

The digitizing of the park's interpretive slides, a 25-foot long photo mural of the Stovepipe Wells Sand dunes for the visitor center, and the first live Organ Concert at Scotty's Castle since 1970 took place this year as well. Besides sales and aid projects, DVNHA also partnered with the NPS, Shoshone Museum, Death Valley 49ers, and Xanterra Parks and Resorts to host the 7th Death Valley Conference on History and Pre-History in February. Attended by almost 120 people from around the country and with the presentation of 12 original research papers, it was the most successful History Conference to date. In January, DVNHA celebrated its 1,000th member and finished the year with 1,200 members and a retention rate of 53%. In all aid was increased to \$105,316, a jump of 66%. DVNHA provided 5,840 visitor contact hours and sold 249,461 educational and interpretive items in FY05.

Devils Tower Natural History Assn

FY05 AID	FY05 NET
\$83,743	\$163,843

The Devils Tower Natural History Association's (DTNHA) business manager attended the APPL Conference to get great ideas from attendees from parks celebrating their centennials in 2006 like Devils Tower. Although membership dues were raised for two categories at DTNHA, a survey done by APPL on membership dues showed that the Association had the lowest dues in the United States. A milestone for total gross sales – \$302,834 – was achieved in 2005. The addition of

13 different centennial items contributed \$77,700 in sales; all the profits from these items will go toward funding the centennial events in 2006. Along with sales revenue, the Association has committed a total of \$75,000 to help with the expenses of the events.

The Association video that was due to be completed in May 2004 will be completed by summer 2006. A contract for a Devils Tower history book was awarded to a local writer, who will have it completed by fall 2006. The staff and Board of Directors of the DTNHA hops for great attendance at the celebrations planned for the 2006 Centennial.

Eastern National

FY05 AID	FY05 NET
\$9,929,353	\$12,840,702

2005 offered Eastern National (EN), its NPS partners, and many of its fellow citizens a litany of challenges. The effect of a heavy hurricane season had major ramifications on EN's business. The parks along the Gulf Coast had a terrible year. After recovering from last year's storms, Gulf Islands National Seashore was hit again. Thanks to the resiliency and optimism of this park's leadership and staff, it has pulled together to reopen in parts and is trying to return to normal. The return to normal is going to take much longer for the parks in New Orleans.

Many of the sites are operating at decreased hours and continue to experience decreased visitation. Fuel prices and the cancellation of many bus tours throughout the southeast as a result of the hurricanes contributed to disappointing sales revenues in stores. Facing their own personal tragedies, EN employees and partners along the Gulf Coast have handled some amazing obstacles. In partnership with the Employees & Alumni Association, EN was able to help many employees start rebuilding their lives.

Overall, EN is happy to report that sales are slightly ahead of last year. The Association was fortunate to work with parks opening new visitor center facilities in Fort Necessity, Fort Stanwix, and Cumberland Island. The new Park Ranger Activity Book has been overwhelmingly received and is already in its second printing. EN published more than 77 publications in FY05, and continues to experiment with Print on Demand technology to support small runs for titles that are fundamental to the park's interpretive stories. EN's investment in information technology continues.

Work on the Independence Park Institute continues as EN welcomed the first class to an on-

Eastern National was pleased to present the Charles Marshall Unit Award to Hot Springs National Park. Additionally, Chris Revels of Kings Mountain, Sue Moynihan of Cape Cod, Debbie Mills of Catoclin, and Christine Smith of Thomas Stone were recognized with Superior Performance Awards for their commitment to the EN partnership.

site program. Construction is set to begin on rehabilitating another park structure to meet future classroom needs. For the first time, a field trip to Independence NHP will include a curriculum based in park experience.

This year EN was pleased to present the Charles Marshall Unit Award to Hot Springs National Park. Under the leadership of superintendent Josie Fernandez, sales grew 35% and the park worked with on-site staff to maximize staffing, update the scope of sales, and rededicate themselves to the value of the EN outlet and its role in helping visitors better understand the park and its resources. Additionally, Chris Revels of Kings Mountain, Sue Moynihan of Cape Cod, Debbie Mills of Catoctin, and Christine Smith of Thomas Stone were recognized with Superior Performance Awards for their commitment to the EN partnership.

The Encampment Store

FY05 AID	FY05 NET
no activity for FY	no activity for FY

Florida National Parks & Monuments Assn

FY05 AID	FY05 NET
\$101,752	\$465,290

Florida National Parks and Monuments Association (FNPMA) supported interpretive and educational programs at four South Florida National Park sites from the revenue of eight retail locations. Below are some of the highlights of important projects that FNPMA was able to accomplish in FY05.

At Everglades National Park, FNPMA supported training and professional development for permanent employees with a volunteer management workshop. Association funds were used to re-print several site bulletins to provide visitors with information on particular issues or activities, including information on bicycling at Shark Valley, hiking in Flamingo and at Long Pine Key, opportunities at Sand Fly Island, and park fishing regulations. Association funds were used to acknowledge the significant contributions of park volunteers (36,700 hours) with a dinner and recognition of their individual efforts.

FNPMA also upgraded computer software and added to district libraries, and continued to support Everglades' 34-year-old curriculum-based education program. Last but not least, FNPMA funds were used to purchase pins and patches that highlight the park's status as a World Heritage Site and International Biosphere Reserve.

FNMPA donations to Dry Tortugas National Park were used to purchase Dry Tortugas' largest

and most informative park newspaper to date. The eight-page, full-color newspaper was an effective tool for sharing timely information on resources and recreation opportunities with visitors.

With the help of FNPMA, a new site bulletin was produced that highlights the role of African Americans at Fort Jefferson. The Association also produced an innovative 360-degree panoramic exhibit as an exciting interpretive tool for Fort Jefferson. Visitors will now be able to stand in the midst of the nation's only important Sooty Tern colony, explore the fort's darkest secrets, or climb two hundred steps to the top of an active lighthouse. A 42-inch plasma screen, computer, furniture, and electronics make this an enjoyable visual impact to Dry Tortugas visitors. With FNPMA funding, Biscayne National Park hosted songwriters and singers for their Bayside Concert, acknowledging the NPS's 89th birthday.

At Big Cypress National Preserve, the Association continued to support teacher's workshops for the Swamp Water and Me Program (SWAMP). This program, offered to sixth grade students, accommodated every class within Collier County in FY05. Through the Association, the preserve conducted seasonal training for staff and volunteers, who then led local "show-me" tours introducing local elected leaders and representatives in the travel industry to the opportunities provided at the preserve.

In addition to the support to individual parks, FNMPA published 100,000 copies of a full-color South Florida Parks Trip Planner, distributed at visitor centers, entrance stations, off-site programs, and to visitors requesting mailed information on the parks.

Fort Clatsop Historical Assn

FY05 AID	FY05 NET
\$128,796	\$307,374

Fort Clatsop Historical Association (FCHA) was busy in FY05 preparing for the Bicentennial of the Lewis and Clark Expedition. Gross income for FCHA this fiscal year was up 18% over last year, and nearly \$129,000 was donated to the park in staff support, educational materials and workshops, special park publications and events, and costumed demonstration supplies. The Lewis and Clark Bicentennial Signature event was in the area November 11-15, 2005, with the Fort to Sea Trail dedicated on November 14. Tragically, the Fort Clatsop replica burned down on October 3, slightly more than one month before the Signature events were to take place. The NPS was committed to rebuilding the site, with the Association taking charge in accepting monetary donations toward the project. The entire

community got involved and the Signature events took place on time.

Fort Clatsop officially became part of the new Lewis and Clark National Historical Park in November 2004. The park now incorporates areas on both sides of the lower Columbia River. Graphics of the new park were used to develop a line of products featuring the images of Fort Clatsop, Fort to Sea Trail, Dismal Nitch, Salt Works, Netul Landing, and The Clatsop. FCHA produced t-shirts, hats, mugs, notecards, patches, magnets, and other items for sale in the bookstore from those images.

The Association also produced a book called *The Plants of Fort Clatsop* that features plants found in the area described in Captain Lewis's journals. The plants were pressed and framed for display in the visitor center by park staff, then photographed for publication. Each photo is accompanied by relevant Lewis and Clark journal descriptions, historical notes, natural history, and ethnobotanical information. FCHA continues to expand its offerings in the bookstore, keeping in mind quality and theme.

FCHA's Statement of Aid to the park only skims the surface of what the Association does for Fort Clatsop. The work leading up to the Bicentennial has been indicative of that support, with Association staff available for all park projects, from helping establish the Fort to Sea Trail to providing refreshments for hosting dignitaries.

FCHA continues to help build the park library, monitor the Traveling Trunk program, and provide the necessary items to run programs for schoolchildren.

Fort Frederica Assn

FY05 AID	FY05 NET
\$10,388	\$22,719

In FY05 Fort Frederica Association (FFA) assisted Fort Frederica National Monument by providing financial support for the curator to attend archive training, the education coordinator to attend a museum conference, and a new interpreter to attend an entry-level training course. The visitor center/museum was able to replace an original map with a reproduction produced with the help of the Association.

Once again the Interpretive Division benefited the most from generous donations given by the Association. The newly-formed living history company, with uniforms provided by FFA, entered several parades and carried a banner providing recognition of the park throughout the Brunswick/Golden Isles area. New interpretive

programs, including a tabby demonstration, were also developed. Annual events supported by the Association included the Frederica Festival and holiday open house. This year the park unveiled a new orientation film called "History Uncovered," and a premier party was sponsored by FFA with 90 people in attendance.

Throughout the year the Association provides support for the student archeological education program, completed by all the fourth grade students in Glynn County. Support included new top soil for the archeological field school dig site, new eye protection gear for the students, and supplies for the teachers' workshop.

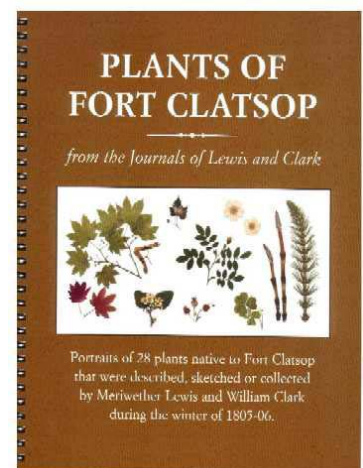
Other projects completed with the help of the Association included purchasing native plants used for a Take Pride in America Event. In FY05 total support to Fort Frederica National Monument was approximately \$10,500.

Fort Laramie Historical Assn

FY05 AID	FY05 NET
\$46,296	\$92,787

Fort Laramie Historical Association's (FLHA) big event for the year was the reburial of a Sioux Indian maiden's remains. In 1866, the young daughter of Chief Spotted Tail was buried at Fort Laramie on a burial scaffold. Her name was Mni Akuwin and she had been ill for weeks with consumption. When word arrived that she had passed on and her father wished to bury her at her beloved Fort Laramie, Colonel Maynadier gave his permission. The ceremony was described in post journals as an emotional and moving experience. Several years later with the threat of war with the white man, Chief Spotted Tail collected the remains of his beautiful daughter and took them away to another place.

Several years ago, Charles Stehle of Pennsylvania, a descendent of Colonel Maynadier, began a discussion with the NPS to put up a marker in honor of the burial and the peacekeeping efforts of both Spotted Tail and Maynadier. The event had not only with a marker, but a new wayside exhibit and the return and reburial of Mni Akuwin's remains. It was a beautiful ceremony conducted by representatives of the Maynadier and Spotted Tail families. The clergy from the local Episcopal church and Lakota Honor Guard also participated. Later, around 120 members of the two families shared a meal at the picnic area and exchanged gifts. The Spotted Tail family gave handmade quilts to many of the guests and friends who were gathered. The Maynadier family had special peace medals made for the event to present to the guests. It was a wonderful day of tolerance, acceptance, and peace.



During 2005, the Association helped to sponsor the following programs at Fort Laramie National Historic Site: Annual Memorial Day Observance, the Military Anniversary Open House, Frontier Fourth of July, and the Wyoming Bat Festival. FLHA also supported Moonlight Tours/Military Weekend, Halloween and Christmas Open Houses, school tours that reached 4,552 students, and 58 cannon demonstrations. The Association funded three summer interpreters and a summer librarian/researcher.

FLHA will be celebrating its 50th anniversary as a Cooperating Association in 2007. Plans are being made for a special celebration to commemorate this occasion. The charter members of this Association had dreams and visions for the “Outpost on the Plains” and FLHA plans to honor them by expanding its special place in the NPS system.

Fort Union Trading Post Association

FY05 AID	FY05 NET
\$8,153	\$25,686

The Fort Union Trading Post Association (FUTPA) completed its 13th season of operation at Fort Union Trading Post National Historic Site in 2005. The partially reconstructed fur trade post commemorates 19th century commerce between American fur traders and Indian tribes of the upper Missouri. The site houses two Association sales outlets: the bookstore inside the Bourgeois House and the trade shop in the historic reconstruction of the Trade House. The trade shop offers more than 200 replica trade items documented from the clerk’s ledgers of 1848-51. The Bourgeois House is open year-round, and the trade shop is staffed by an NPS interpreter in period dress from mid-May through September.

FUTPA aid to the park included \$6,902 for computer software maintenance and training, \$6,390 in accounting fees, \$330 in library donations, and \$105 for a CD player. Interpretive projects funded in 2005 include the Bodmer Trail Guide, an SCA employee, and the Fort Union brochure. A total of \$3,033 was obtained by the Association in a grant from North Star Caviar to provide radio communication between handicapped parking and the visitor center.

Net sales by the Association in 2005 were \$53,216 with site visitation at 17,580. As always, FUTPA continues to maintain the best interpretive sales stock – books, replica trade goods, and theme related items – while rotating stock to continually offer a fresh presentation to the public.

George Washington Birthplace National Memorial Assn

FY05 AID	FY05 NET
\$16,225	\$50,362

The George Washington Birthplace Association (GWBA) launched the Volunteer Leadership Council in FY05 and it is off and running. Volunteers are challenged to reproduce the complex embroidery of the bedcovering that John Washington brought over from England in 1653. The groundwork is set for a project to preserve the Washington Family Bible. Two groups, the Master Gardeners and the Virginia Native Plants Society, are digging into garden projects.

The Association sponsored a terrific annual birthday party for George Washington in the Log House, beautifully lit by fireplace. The first Birthplace Christmas Bazaar was held in the Great Room of the Log House on December 1 and 2, featuring a number of shopping boutiques and craft demonstrations, along with cider and gingerbread for visitors.

George Washington Carver Birthplace District Assn

FY05 AID	FY05 NET
\$117,545	\$62,150

After George Washington Carver National Monument was created in 1943, only 210 acres of the 240-acre birthplace farm were acquired. Since that time, the NPS has identified the acquisition of the last 30 acres of the farm as a high priority. In FY04, the Carver Birthplace Association (CBA) received title to the land on behalf of the NPS through a generous donation made by Mrs. Evelyn Taylor and her late husband Bud Taylor. On August 11, 2005, at the Groundbreaking Ceremony for the Carver Discovery Center, the CBA presented fee simple title for this nationally historic land to be a part of George Washington Carver National Monument.

This year the CBA sponsored the Missouri Humanities Council’s Heartland Chautauqua at the monument. It was a successful five-day event at which more than 2,000 visitors enjoyed portrayals of historical American figures. The annual Carver Day celebration, attended by 972 visitors, was the finale. The Association raised \$4,800 toward the fees to the Missouri Humanities Council, and more than \$28,000 in in-kind contributions by soliciting sponsorships from area businesses. An NBC television affiliate conducted a live remote evening news broadcast during the event, which gave the monument tremendous exposure.

In 2005, Arvest Bank donated the 1872 Neosho “Colored School” site – the first school attended



Clockwise from top left: Donation of 30 acre parcel of original George Washington Carver Brithplace Farm to the National Park Service on August 11, 2005.

Evening performance under the Chautauqua tent.

Artist's rendering of the Neosho Colored School.



by George Washington Carver – to the CBA. The site of the first school Dr. Carver was accepted into after he was granted his freedom is located approximately 10 miles south of the birthplace farm. This site has had a historic marker for a number of years, but it was believed that the original 1872 school building no longer existed. In 2004, the CBA reached an agreement with a local bank to donate the site to the Association, on behalf of interests held by the NPS. In conjunction with the CBA, an NPS historical architect evaluated the structure in 2005. Archeological work concluded that the structure standing at the site includes the entire original 1872 school. The CBA is now working diligently to preserve this nationally historic school that is not only the first place Dr. Carver received a formal education, but is one of the oldest and most significant African-American schools still in existence in a former slave state west of the Mississippi River.

Through the assistance of the park, the CBA has completed a historical context study with Missouri Southern State University and submitted the documentation to the Missouri State Historical Preservation Office to have the school listed on the National Register of Historic Places.

The CBA commissioned Carver Scholar Peter Duncan Burchard to conduct a \$12,000 oral history project to capture first person historical memories of relationships and personal impressions of Dr. Carver. In 2005, park volunteer Amy Shilane catalogued many of the interviews to make the retrieval of their information easier. An agreement was reached between the History Channel, Actuality Productions, Inc., the CBA, and the George Washington Carver National Monument to work together to produce a

“Modern Marvels” segment on Dr. Carver titled “George Washington Carver Tech.” As a part of the agreement, the park provided in-kind resources, content information, and a huge network of national contacts concerning Dr. Carver and how his work is influencing America today. The History Channel and Actuality Productions, Inc., developed the script with park assistance and did all film development and production at no cost to the park. The end result of this effort was the national and international airing of a one-hour long high-quality film on The History Channel in February 2005. The monetary value of this film is in excess of \$500,000.

Glacier Natural History Assn

FY05 AID	FY05 NET
\$397,331	\$604,175

The Glacier Natural History Association (GNHA) continued its financial support to Glacier National Park by funding more than 700,000 pieces of free publications to be distributed to visitors. The Association once again funded a part-time museum technician position and the popular summer programs, including Native America Speaks, Blackfeet Drumming & Dancing, and Native Reflections. GNHA participated in the second annual joint fundraising event with three other park partners. Spring For Glacier raised more than \$11,000 for each organization. GNHA is working closely with the Chief of Interpretation to build a Native American encampment at St. Mary on the east side of the park. This year GNHA is hoping to fund two of interns to work at the teepees. Once again GNHA assisted in funding the Crown of the Continent Data Workshop. GNHA ended FY05 with record sales in Glacier National Park outlets.



School groups receive tours of Glen Canyon dam.

The Association sponsored Big Hole National Battlefield's third teacher's workshop, which involves area educators in developing specific lesson plans for a teacher's study guide on the Nez Perce War. GNHA once again sponsored the annual commemoration of the Battle of the Big Hole held each August. Cultural demonstrators were also funded by GNHA.

As in previous years, GNHA sponsored the annual Western Heritage Days celebration at Grant-Kohrs Ranch National Historic Site by funding cultural speakers and demonstrators and assisting with sales and visitor services throughout this important event.

Glen Canyon Natural History Assn

FY05 AID	FY05 NET
\$61,252	\$157,211

FY05 was a year of growth for Glen Canyon Natural History Association (GCNHA). In May 2005, the Association expanded visitor center operations within the public lands of Grand Staircase-Escalante National Monument (GSENM). New outlets allowed the Association to maintain a consistent theme and message throughout Glen Canyon National Recreation Area and the surrounding region. Increased gas prices meant sales in Glen Canyon visitor center outlets were down 7.2% for FY05, even though the largest outlet was up 0.6% for the year. Overall, the Association saw an increase of 5.9% in sales revenue including all outlets.

In FY05, GCNHA advanced its outreach programs by partnering with the Powell Museum and the Page Public Library to establish the Glen Canyon Lecture Series. This series grew into a monthly event that filled the entire year. Topics included Archaeo-Astronomy of the Southwest, the Hopi People, Repeat Photography, Landscape Change on the Colorado Plateau, and Pleistosaurs. In addition, the Association hosted Christa Sadler as a guest speaker on the 1.2 billion year fossil history of the Colorado Plateau. The program brought in a nice mix of Page residents and Glen Canyon visitors. In addition to the Glen Canyon Lecture Series, this partnership led to the first annual Powell Symposium: Exploring the Colorado Plateau. This two-day event featured a day of lectures and a day of rafting on the Colorado River.

GCNHA also worked with GLCA to produce an outreach poster on the dangers of Cliff Jumping into Lake Powell. The poster was distributed throughout the park, the community, and the surrounding areas. There were no cliff jumping deaths within Glen Canyon during the 2005 summer season.

In FY05, GCNHA continued the Field Information Specialist program with Erin Manzutto. Erin worked with the Interpretive Center making visitor contact to promote the Lees Ferry Historic District and the California Condor Reintroduction Project, as the condors frequent Navajo Bridge and Marble Canyon during the spring and early summer months. Also in FY05, the Association added a full-time sales supervisor to oversee all visitor center sales operations and staff. The membership program continued to grow with nearly 100 new members, and the GCNHA website – www.GlenCanyonNHA.org – continued to expand its interpretive content on Glen Canyon and the Colorado Plateau, including a new section on hiking trail information. The website continues to be a valuable source of information and point of visitor contact.

Golden Gate National Parks Conservancy

FY05 AID	FY05 NET
\$11,244,683	\$17,386,162

In FY05, the Golden Gate National Parks Conservancy (GGNPC) worked throughout the Golden Gate National Parks to ensure their preservation for the future and enjoyment today. From new trails and restored watersheds to the ongoing transformation of the Presidio from military post to national parkland, the Conservancy is helping to preserve park landscapes and landmarks.

During 2005, the Conservancy continued to work with the NPS and Presidio Trust to connect the parks to people in meaningful ways. It now has a record number of volunteers, dynamic and inspiring youth programs at Crissy Field Center, and opportunities for visitors from around the world to experience the history and beauty of these lands. GGNPC's total Aid to the Parks (including grants, allocations, and program services) was \$10.3 million.

Key accomplishments in 2005 include completing construction of the Immigrant Point Overlook in the Presidio and holding a dedication event that included a U.S. naturalization ceremony and a series of immigration-themed events for the public. At the Crissy Field Center – a multidisciplinary facility that connects young people in urban communities to the parks through programs and special events – the Conservancy trained students to become advocates for the environment through the Inspiring Young Emerging Leaders (I-YEL) program for the fifth year in a row.

GGNPC also hosted EcoCareer Day at Crissy Field Center for more than 130 high school students, offered an exciting array of curriculum-



Photo Top: Kids at the Crissy Field Summer Camp learn about the magic of this tidal marsh at the Golden Gate. Photo credit: Parks Conservancy staff.

Photo Bottom: More than 13,000 volunteers of all ages worked in the park's native plant nurseries, restored native habitat and helped rebuild park trails. Photo credit: Parks Conservancy staff.

based programs for school children, drew 415 enthusiastic kids to the parks for a series of engaging summer camps, and conducted walks, talks, and seminars for the general public.

More than 13,000 individuals contributed 383,000 hours of service to the Conservancy's programs. Nearly 200 young adults from international volunteer crews participated in trail and habitat restoration work, the Teens on Trails community service program for Bay Area high school students was launched, and five native plant nurseries propagated more than 130,000 native plants for 58 park restoration projects. Now in its 21st year, the Golden Gate Raptor Observatory tracked the migration of more than 25,000 raptors.

As education and interpretation are at the core of the Conservancy's mission, GGNPC continued to provide the Alcatraz cellhouse tour and Alcatraz Night Tour for more than one million visitors to the island. In 2005, GGNPC received the Special Achievement Award from the San Francisco Chapter of the American Institute of Architects for the restoration of Crissy Field, and the Silver Cable Car award from the San Francisco Visitors and Convention Bureau in recognition of the essential value of national parks to local, national, and international visitors. The Conservancy's Crissy Field Center tours were also named "Best Walking Tours" by the annual Reader's Poll, *SF Weekly*.

Grand Canyon Assn

FY05 AID	FY05 NET
\$2,114,467	\$3,071,131

Grand Canyon National Park assigned the Grand Canyon Association (GCA) a beautiful 8,500 sq. ft. facility that was desperately needed to support the seven retail locations within the park. This facility, a former NPS warehouse, is a great match for GCA's needs and will provide space for future growth for many years to come. In addition to office space, GCA was able to add five new units to its housing inventory, which will greatly enhance the Association's ability to attract and retain qualified employees.

The year also saw a re-commitment by the Association to support science within Grand Canyon National Park. GCA awarded a \$30,000 Graduate Fellowship coordinated through Northern Arizona University and the Colorado Plateau Cooperative Ecosystem Studies Unit, uniquely allowing the NPS to direct research on subjects of its own choosing. GCA also joined with a private donor to support a bighorn sheep monitoring project within the park to help identify critical lambing areas and to assure the health of the

bighorn population. GCA continued to emphasize its community outreach efforts in 2005 through a highly successful community lecture series in partnership with several area nonprofits. Monthly lectures about Grand Canyon were presented in the neighboring communities of Flagstaff and Prescott and a new series is set to be launched in the Phoenix area in 2006.

Between the sustained efforts to provide top quality art exhibitions at historic Kolb Studio and the continued participation in the Arts for the Parks events, GCA has played a key role in promoting art as a method of educating and inspiring people regarding public lands. A private family foundation donated an original Gunnar Widforss watercolor to the Association's permanent art collection in 2005. This work was appraised at \$35,000 and will make a great addition to the growing collection available for public viewing at Grand Canyon. Additionally, the Grand Canyon Field Institute continued their tradition of excellence in both rim-based and backcountry educational experiences, hosting more than 1,146 course participants and logging more than 37,000 visitor contact hours.

In addition to record-setting attendance at the annual members' gathering, 2005 saw a phenomenal 62% increase in overall membership with more than 2,000 new members for the year. GCA started a monthly electronic member newsletter during 2005, *Call of the Canyon*, in addition to quarterly issues of *Canyon Views*, GCA's printed member newsletter.

The Association's long history of developing quality products and publications continued in 2005 with 11 titles going to print during the year. The most successful title of the year was *Carving*

GCA Karl Bowman speaking at 2005 Members' Gathering



Grand Canyon, which sold through its first print run of 3,500 books in less than six months. GCA also provided in excess of 1,959,000 pieces of free educational materials to canyon visitors in 2005.

GCA maintains excellent relations with its park partner. On several occasions, GCA was invited to participate in key gatherings of influential visiting dignitaries, including a reception at Kolb Studio for First Lady Laura Bush.

Grand Teton Natural History Assn

FY05 AID	FY05 NET
\$1,608,435	\$1,055,271

Grand Teton Natural History Association (GTNHA) continued its pattern of growth by increasing sales to \$2.7 million from its combined agencies. Much of the increase can be attributed to the continued popularity of the Jackson Hole and Greater Yellowstone Visitor Center, with visitation up 7.9%, and the Jackson Hole Airport Bookstore. Sales in Grand Teton National Park were up 15% in FY05, making this the largest sales year in Association history for the fourth straight year.

The first research project was selected for the Boyd Evison Graduate Fellowship, awarded to Flo Gardipee, a University of Montana graduate student whose project was DNA sampling of the Yellowstone and Grand Teton Bison herd. GTNHA received an award from the Bridger-Teton National Forest on Partner Recognition Day in honor of the Association's support towards conservation and education on their forest. In August GTNHA transferred \$870,178 to the NPS in Washington, DC, that, along with what had been previously spent, fulfilled the Association's commitment of \$1.5 million towards the new Moose Visitor Center. The ground-breaking ceremony for the visitor center was attended by an array of local and state dignitaries, including Governor Fruedenthal and Senator Craig Thomas.

GTNHA partnered with the National Elk Refuge, First Interstate Bank, Jackson Hole Historical Society, and the Chamber of Commerce to open The Miller House. This house on the National Elk Refuge holds significance to the valley and will be operated as an early homestead. The American Studies Department at the University of Wyoming helped develop an interpretive plan for future programs on the site, and GTNHA operated a small store out of the house.

Four books on wildflowers, canyons, lakes, and day hikes at Grand Teton National Park were made available to the public, and more than 15,000 copies were sold in the first summer. The

second set of four featuring geology, wildlife, and kids' activities will be released in time for the 2006 season.

GTNHA also funded interns and associates so that the interpretive program at Grand Teton National Park was able to continue. Programs included the Jenny Lake Cruise, which allows visitors a close-up view of the piedmont lake formation and the park's geological story, graduate student training at the Teton Science School, and tours in the popular extended Menor's Ferry Historic District. GTNHA was able to contribute \$1,296,231 in 2005 to the education, interpretation, and research efforts at Grand Teton National Park.

Great Basin Assn

FY05 AID	FY05 NET
\$806	\$14,461

Great Basin Association (GA) closed its doors and Western National Park Association (WNPA) assumed bookstore operations. GBA inventory was sold to WNPA and the proceeds from that sale were donated to Great Basin Foundation for the use of Great Basin National Park. That donation, while not a direct donation to the park, will eventually be used to support park programs.

Great Smoky Mountains Assn

FY05 AID	FY05 NET
\$2,298,180	\$3,070,285

2005 was a truly exciting year for Great Smoky Mountains Association (GSMA). The Association achieved a significant sales and donation increase through continued hard work and improved product mix. In June the Board of Directors held its annual retreat. Plans for the future include a 75th Anniversary Commemoration, fee-based interpretive programming, step-on guides, and publications development. More than 1,000,000 pieces of literature produced by GSMA were distributed in 2005.

The actual aid-to-park for 2005 was \$1,680,863, including a special, non-budgeted donation of \$285,000. These funds were needed to ensure a successful NPS contract to construct the Twin Creeks Science Center. The Cades Cove Visitor Center received a building makeover in 2005, which greatly improved visitor experience and traffic flow. GSMA continued to expand the number of sales items offered online at www.SmokiesStore.org and experienced strong growth in online sales.

GSMA began internal development of the Spring Wildflower Pilgrimage website, as well as development of its own organizational website. GSMA obtained board approval of a Writer & Media



Artist drawing of Twin Creeks Science Center

Specialist position to provide website support and the development of a digital image library.

More than 2,344,000 people visited facilities staffed by GSMA employees in 2005, an increase of 5% from the previous year. Association staff also offered off-site sales and park information at the annual Wildflower Pilgrimage, Wilderness Wildlife Week, Hemlock Tree Symposium, Discover Life in America Conference, Sylva Greening Up the Mountains, the Appalachian Studies Conference, Tennessee Library Association convention, Bryson City Heritage Festival, and Cosby-in-the-Park day.

GSMA consolidated the membership database and added the Friends of the Smokies to the system, enhancing the benefits of both nonprofit organizations' membership programs. The Association ended the year with 4,591 members.

Harpers Ferry Historical Assn

FY05 AID	FY05 NET
\$201,183	\$301,137

No FY05 report submitted. FY04 reporting used for purposes of completing this report.

In 2005, the Harpers Ferry Historical Association (HFHA) continued preparing for the 2006 commemorative event The Niagara Movement: Cornerstone of the Modern Civil Rights Era. The Association received a major grant from the West Virginia Humanities Council to help provide for the research and development of an educator's guide for grades K-12 and to conduct a Teacher Institute centered on the Niagara Movement. A draft guide was written by an education specialist in conjunction with a group of teachers, and was reviewed by the Teacher Institute in June. In the fall, the activities and lesson plans were field-tested by local school groups. The guide will be completed in 2006, published in CD format, and made available on the web. It

will be distributed to area and urban schools, and will be accessible to students and teachers nationwide. This educational media will continue the story of Harpers Ferry's role in the struggle for equality.

Plans for Niagara public programming and the symposium continued with donations made to support a traveling exhibit featured at the national NAACP Convention in Milwaukee, WI, and various other venues throughout the year. The Association also donated funds for the creation of an original composition to be performed at the 2006 event by the Count Basie Orchestra. Fundraising continues for this event, which is co-sponsored by HFHA and the Jefferson County Chapter of the NAACP. HFHA also published 30,000 full-color free educational brochures on Niagara and 90,000 promotional brochures for the event. The Association continued providing funds for supplies and interns for traditional park education programs, which reached more than 21,000 students.

HFHA continued to fund Living History Weekends throughout the spring, summer, and fall and fund special events such as 4th Annual Don Redman Concert and the annual park-community Christmas celebration. The Association sponsored a panel discussion, "Terrible Swift Sword: The Legacy of John Brown" in conjunction with Ohio State University on the anniversary of the John Brown Raid. Seven scholars discussed the legacy of John Brown's actions at Harpers Ferry using an interdisciplinary approach. A lively question and answer period followed formal presentations.

Hawaii Natural History Assn

FY05 AID	FY05 NET
\$420,102	\$1,165,730

Hawai'i Natural History Association (HNHA) had gross income of \$2,355,443 in FY05, reflecting an increase over FY04. Donations to the NPS were \$641,870, serving five areas in Hawai'i and the National Park of American Samoa. The parks are a rich tapestry of natural, cultural, and geological wonders: tropical rainforests, active volcanism, fragile ecosystems, rare and endangered species, and significant Hawaiian cultural sites.

At the smaller park sites, HNHA continued to provide support for cultural festivals, visitor center staff, cultural demonstrations and environmental education programs, free publications, honoraria for community programs, library acquisitions, the purchase of supplies for interpretive programs, and a native garden at Pu'uhonua o Hōnaunau. Artwork funded by HNHA will appear in the new visitor center at Pu'ukoholā, and



The Hawaiian Petrel or Ua'u is a federally listed endangered species monitored by Hawai'i Volcanoes NP over the last decade. Hawai'i Natural History Association provided funding for nest monitoring, predator trapping, and species interpretation in FY05. NPS photo.



From top: General Superintendent Gay Vietzke accepts a welcome from Historic Hampton, Inc. President Marilyn Warshawsky at the Mint Julep Party



Visitors looking out from the north portico toward the farmhouse during the Empty House Tour

A visitor enjoys a glass of lemonade and refreshments on the east patio of Historic Hampton during the Empty House Tour.



A volunteer group of Isle Royale Natural History Assn members did a complete restoration of one of Isle Royale's historic cabins during the summer of 2005.

at Haleakalā, HNHA provided visitor center and interpretive staff. Work continued on a canoe-carving project in the Kīpahulu district.

HNHA continued to support a variety of activities at Hawai'i Volcanoes including substantial funding for the VIP program, the annual cultural festival, petrel monitoring, a backcountry SCA internship, and seismic exhibit supplies and equipment. The award-winning After Dark in the Park lecture series drew more than 3,100 visitors. The renovated Kīlauea Visitor Center reopened in late April, for which HNHA provided partial funding for exhibits and planning.

More than 323,000 free publications were produced, including several foreign-language translations of basic park information. Longtime HNHA executive director Kathy English retired in January 2005. She had been with the Association since 1976, and had served as business manager and executive director since 1983.

Historic Hampton, Inc.

FY05 AID	FY05 NET
\$90,375	\$214,025

Changes at Hampton National Historic Site during FY05 brought new challenges and opportunities to Historic Hampton, Inc. (HHI). The temporary closure of the Mansion in January 2005 for the installation of environmental and fire suppression systems suspended some traditional activities and created the need for new venues.

During the year, HHI sponsored three bus trips to historic properties. These popular trips, attracting 76 participants, included visits to the New York Antiques Show, several private homes on the Northern Neck of Virginia, and the 18th century Wye House on Maryland's Eastern Shore. These events brought new funds and friends to Hampton.

Another popular HHI event was an Empty House Tour of the Mansion in early June. This tour allowed visitors to see the Mansion in a unique way – nearly empty for the first time since its completion in 1790 and with rooms and areas not normally seen by the public open to view. It also gave members of the NPS the opportunity to educate guests about the preservation of the structure. There were many requests, both by those who attended and those who were unable to come, that the Association repeat this event before the Mansion reopens.

HHI again funded two key positions for the year – the museum registrar and the furnishings project coordinator. The furnishings project coordinator was able to expand her research to re-

store the Drawing Room to mid-19th century historic accuracy, and HHI received a new grant at the end of the fiscal year to reproduce items needed to install the refurbished Drawing Room when the Mansion reopens.

In spite of the Mansion being closed for much of last fiscal year, HHI's Annual Giving campaign continued to grow, with an increase over FY04 in the total amount raised, the size of the average gift, and the number of donors. An important donation came from a descendant of John and Eliza Ridgely, the third owners of Hampton. This individual gave several gifts toward the microfilming of family papers in the archives and other projects.

Intermountain Natural History Assn

FY05 AID	FY05 NET
\$209,145	\$322,956

Total revenue for the Intermountain Natural History Association (INHA) this year was \$727,593. The product mix met more visitors' expectations as they visited the sites, increasing the bottom line for the Association.

During the year, two key positions were added to help with staff workload. These positions were a part-time bookkeeper and a services specialist.

This is the second year of a three-year rebuilding program to put the Association on firm financial footing. Donations for projects were at a minimum. INHA donated \$252,409 or 64.8% of net revenue to the NPS. INHA is excited to have the agencies recognize the total value of running a bookstore operation in the federally administered lands such as National Monuments, National Forests, and the BLM.

The types of projects completed by the Association in FY05 include information assistance, the printing of free handouts and trail guides, donation premiums, and a volunteer thank-you dinner.

Isle Royale Natural History Assn

FY05 AID	FY05 NET
\$78,413	\$115,120

Some long-term projects came to completion at Isle Royale Natural History Association (IRNHA) in 2005. The Association published a new children's book called *Wolf Tracks and Moose Scat: A Visit to Isle Royale*. The book introduces children to Isle Royale and the lessons it has to teach about predator/prey relationships. A grant from NewPage Corp. enabled IRNHA to send 1,200 complimentary copies of the book to elementary schools in Michigan's Upper Peninsula.

Historic 16mm films from Isle Royale were pre-

served and digitized with funding from the Michigan Department of History, Arts, and Libraries. These silent films from the 1930s and 1940s record CCC camp activities, cruise ships from the island's resort days, and the dedication of Isle Royale as a National Park, as well as family picnics and island wildlife. In digital format, these films are now available for use in interpretive programs, on the park website, and as a possible sales item.

IRNHA worked with staff at Isle Royale to educate the public about aquatic invasive species. 7,500 brochures were printed and distributed to boaters and anglers. The brochures identified threatening species and listed steps that visitors can take to stop the spread of the species. Then, signs were placed at island portages that instruct paddlers on ways to avoid introducing spiny water fleas to inland lakes. Grants from the Great Lakes Aquatic Habitat Fund and the Michigan DEQ have helped fund these outreach efforts.

A volunteer group of IRNHA members did a complete restoration of one of Isle Royale's historic cabins during the summer of 2005. The cabin, built by one of the island's fishing families in the 1930s, was in need of new supporting logs, a new roof, and a new floor. Restored to its original form, the cabin will be maintained as a cultural site that will help tell the story of Isle Royale fishing families.

Jefferson National Parks Assn

FY05 AID	FY05 NET
\$2,255,523	\$2,950,777

For over 45 years, Jefferson National Parks Association (JNPA) has been actively involved in the development, completion, and operation of Jefferson National Expansion Memorial in St. Louis, MO. JNPA is also proud to be affiliated with other national park sites, including Ulysses S. Grant National Historic Site, Mississippi National River and Recreation Area, and Little Rock Central High School National Historic Site. Aid to NPS partners totaled \$1 million this year.

At Ulysses S. Grant NHS, the Association opened a new visitor center bookstore, more than tripling the space of its original sales area. The Association's newest affiliation is Little Rock Central High School NHS. JNPA assumed operation of the visitor center shop in January 2005 and is presently involved in the design of a new visitor center to open in the fall of 2007.

The majority of the Association's efforts support the needs of Jefferson National Expansion Memorial. Over time, JNPA has provided financial

support for major capital equipment purchases related to the completion of memorial features such as the Old Courthouse, the Museum of Westward Expansion, and the Gateway Arch Visitor Center. The Association's contributions have also included support for daily operational needs such as first-line receiving of inbound deliveries and freight at the park's warehouse facility and the provision of personnel for the park's interpretation, exhibits, library, curatorial, theater, and education divisions. JNPA continued this tradition of support in 2005.

Throughout the year, JNPA assisted the park in community engagement through its contacts with local media and through Arch Fund. The Association's media connections have brought regular and extensive attention to park programs in the local market, primarily through the television broadcast media. Arch Fund, JNPA's initiative to promote community support and involvement with the park, raises funds through individual contributions and the purchase of specialty Missouri license plates featuring the Gateway Arch.

Additionally, with the writing talents of memorial historian Bob Moore, the Association published *The Gateway Arch: An Architectural Dream* in both clothbound and limited editions. The book was released in August 2005 and has been a successful addition to the body of publications interpreting the memorial. Earlier in the year JNPA's book titled *The Old Courthouse* won the APPL Interpretive Media Awards.

Association support made possible monthly Lewis and Clark Discovery Saturdays, the annual Victorian Christmas and St. Louis Holiday Traditions, three Naturalization Ceremonies, African-American Heritage Series, and the Annual St. Louis Storytelling Festival. With support from JNPA, Jefferson National Expansion Memorial's Volunteers-in-Parks program reported 33,000 hours of service by more than 750 individuals.

Joshua Tree National Park Assn

FY05 AID	FY05 NET
\$192,591	\$471,845

Joshua Tree National Park Association (JTNP) set another record year with gross revenues of \$821,137, a 27% increase over FY04. Aid to the NPS was \$192,591, up 30.7% from FY04. In 2005, JTNP entered into an agreement with Joshua Tree National Park that allows the Association to raise funds and other forms of assistance for the benefit of the park. "The Legacy Project for Joshua Tree National Park" is the new philanthropic outreach arm of the Association that will carry out fundraising projects.



From the top: Joshua Tree National Park 10th anniversary cake cutting

Joshua Tree National Park Assn runs the Desert Institute which taught a San Andreas Fault Geology class. Photo by Pam Tripp

Art festival sponsored by the association.

JTNPA entered into an agreement with a film production company, CameraOne, to produce an interpretive film presentation. The film will tell the stories of Joshua Tree National Park and will be available for viewing by more than 350,000 people annually at park visitor centers; a DVD of the film will be available for purchase as well.

In November 2004, the Association and local communities of Joshua Tree, Morongo Valley, Twentynine Palms, and Yucca Valley joined with the park to celebrate the 10-year anniversary of the California Desert Protection Act that established Joshua Tree as a national park. The week-end-long series of events included a JTNPA-sponsored exhibit of historic prints from the Palm Spring Desert Museum's Stephen H. Willard Photography Collection (funded through a generous grant from the Twentynine Palms Chamber).

The Minerva Hoyt California Desert Conservation Award was created in October 2004 by the Association to recognize individuals or organizations that have made notable achievements in the areas of leadership, protection, preservation, research, education, and stewardship leading to a significant and lasting contribution on behalf of the deserts of California. This inaugural award was presented to Susan Luckie Reilly at the park as part of the anniversary celebration.

The Desert Institute field studies program also enjoyed a successful year. Two new lecture series were created to expand outreach for the park: The Old Firehouse Lecture Series at the Historical Society of Palm Desert and the Hi Desert Nature Museum Lecture Series. Combined with the enduring Old Schoolhouse Lecture Series and Desert Institute classes, the park saw over 5,200 contact hours.

JTNPA and the Lee Family Foundation funded the 2005 Joshua Tree National Park Annual Competitive Research Grantee. This grant provides up to \$12,000 to support field research in the physical, biological, ecological, and cultural sciences. The Association also sponsored the 13th Joshua Tree National Park Art Festival in early April. The three-day event typically attracts about 30 artists each year and more than 1,000 daily visitors. The artists donated \$4,000 to the Association for the park.

Kennesaw Mountain Historical Assn

FY05 AID	FY05 NET
\$60,168	\$102,778

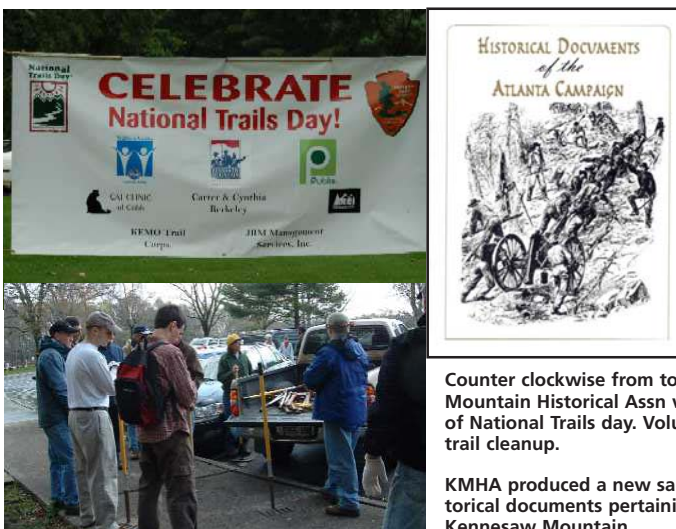
Kennesaw Mountain Historical Association's (KMHA) most significant challenge in 2005 was the changing makeup of visitation at Kennesaw Mountain. An increasing number of visitors – approximately 90% of which are estimated to be local residents – come to the park for recreational use only. This is primarily due to the fact that Kennesaw Mountain is surrounded by commercial and residential growth within Cobb County, GA – one of the fastest growing counties in the country.

While the park's mission is to interpret and commemorate the 1864 Atlanta Campaign, the percentage of visitors interested in the historicity of the park is declining. In addition, visitation statistics indicate a 25% decrease in the number of people who enter the visitor center where the bookstore is located. KMHA has worked hard to be creative with products while remaining loyal to its mission, but these combined factors have adversely impacted KMHA's sales, which were down approximately 12% from the previous year. This conflicting situation makes the Association's attempt to profitably sell items that represent the park's mission a growing challenge.

Staffing the visitor center and sales area is still KMHA's most significant aid to Kennesaw Mountain. Association employees run the visitor center front desk almost entirely during the week, and are significant contributors on the weekends as well.

KMHA produced two interpretive publications for the park. The first was a new sales publication of historical documents pertaining to the Battle at Kennesaw Mountain. The second was a donation of print costs for rack cards that are similar to the free brochure given at the park. These rack cards are used for tourist outlets, schools, or for any other large distribution.

The Association partnered with Kennesaw State University to sponsor its first Civil War Sympo-



Counter clockwise from top left: Kennesaw Mountain Historical Assn was one of the sponsors of National Trails day. Volunteers get ready for a trail cleanup.

KMHA produced a new sales publication of historical documents pertaining to the Battle at Kennesaw Mountain.

sium, and will partner with KSU again this year. KMHA also helped sponsor the 2005 Trails Day held in June. KMHA bought several items for children's programs and paid for Historian Willie Johnson attendance at the Society of Civil War Surgeons Convention in FY05.

Lake States Interpretive Assn

FY05 AID	FY05 NET
\$41,943	\$41,938

Lake States Interpretive Association (LSIA) served four visitor sites within Voyageurs National Park in FY05. Being a multi-agency Cooperating Association, LSIA is also an interagency partner to the Chippewa and Superior National Forest and the Lakewood Ranger District on the Nicolet National Forest in Wisconsin.

Visitation at Voyageurs is always highest during the summer, but winter visitation has increased with the addition of winter interpretive programs at the Rainy Lake Visitor Center. The Birders' Rendezvous has also helped to increase visitation. LSIA sales went down in 2005, with high gas prices influencing visitor travel and the local economy.

Membership did increase from previous years. LSIA provided funding to the park for the new publication *Ojibwe Tales*, which builds appreciation of the Ojibwe heritage, and includes artwork by area tribal high school students. *Ojibwe Tales* won the Northeastern Minnesota Book Award for Fiction, Poetry and Drama. LSIA also reprinted the Little American Island Interpretive brochures and the Kettle Falls Hotel book, highlighting the National Historic Site. Funding was also provided for Voyageurs National Park postcards and the Voyageurs National Park 30th Anniversary celebration.

In June 2005, the Association assisted Voyageurs National Park in presenting another successful Birders' Rendezvous Conference. LSIA continues to donate merchandise to the park's library and interpretive programs, along with the park's superintendent fund.

Other programs that LSIA was involved with include the Park's Art Contest, which brings in young artists from the community, and area celebrations that promote the park. During the winter months at the Rainy Lake Visitor Center, park staff give programs while LSIA offers hot refreshments. LSIA continues to support Voyageurs National Park with service and donations to enhance the park visitors' appreciation and educational experience.

Lassen Loomis Museum Assn

FY05 AID	FY05 NET
\$13,775	\$83,818

Preserve-Protect-Enjoy is the simple message on the green silicone wristband developed in 2005. The Lassen Loomis Museum Association (LLMA) worked towards increasing its revenue with the addition of the forest green wristband while helping to spread the word on the core mission of the NPS. The wristbands were the single most popular sales item in the park, and thousands were sold to several other NPS associations. Nearly 25,000 wristbands were sold with revenues totaling \$31,000. This item helped increase LLMA sales 22% over the previous year. The Association plans to offer this popular item again in 2006.

Park visitation for FY05 was 366,398, an overall decrease of 4.6% from 2004. This is the second year in a row of decreased visitation. Visitor fluctuation is influenced by a number of factors, including winter snow pack accumulation, fuel prices, and the general health of the economy.

Donations made to Lassen Volcanic National Park in 2005 totaled \$13,775, covering the park newspaper, the VIP program, the superintendent's fund, visitor center operational costs, and publications for the park library. LLMA continued with an aggressive approach expanding the scope of sales especially as it pertains to the development of quality educational gift merchandise. LLMA strongly believes that it is poised to operate comfortably over the next two years, and with the eventual opening of the park's new year-round visitor center, sales will likely take another positive step and permit an even higher level of assistance to the NPS and park visitors.

Accomplishments in 2005 include sponsoring the Annual Volunteers-in-Park Appreciation Event and developing new lines of educational gift merchandise that tied directly into current park projects. LLMA published more than 30 books featuring a wide range of topics on Lassen Volcanic National Park, created and produced the original "Wear Green" campaign designed and marketed for national distribution, and initiated a successful fundraising program to provide \$50,000 to augment LLMA's eventual start up costs in the new park visitor center.

In spring of 2006 Lassen Volcanic National Park will begin construction on the Kohm Yah-mah-nee Visitor Facility. It will be the park's first visitor services facility capable of providing services to more than 400,000 annual visitors. Additionally, for the first time in one exclusive location,

the facility will provide year-round interpretive and educational exhibits, an auditorium, information desk, concession operated gift shop and restaurant, first aid services, and an Association sales outlet.

Lava Beds Natural History Assn

FY05 AID	FY05 NET
\$40,767	\$49,930
No narrative submitted.	

Manzanar History Assn

FY05 AID	FY05 NET
\$41,892	\$135,018

As the cooperating partner for Manzanar National Historic Site, 2005 was Manzanar History Association's (MHA) first full year in business. Those working at the site welcomed 85,000 visitors, many of whom responded with positive comments about the work accomplished by the NPS at Manzanar.

MHA's one store location grossed \$169,045 in 2005 merchandise sales, an 8% increase over 2004. Nearly 100 products were added to the interpretive center store selection. One of the Association's more rewarding projects was to research the art of bird carving practiced at the internment camps. MHA made contact with Carol Takahashi, granddaughter of two famous bird carvers, Yoneguma and Kiyoka Takahashi, borrow two original Takahashi bird patterns from Carol for reproduction. These charming bird pins are now on sale in the store at Manzanar.

MHA was pleased to launch a commercial DVD version of the much acclaimed short documentary film "Remembering Manzanar." This 22-minute movie is shown throughout the day in the theater room at Manzanar and, after much fanfare (and financial assistance from a private foundation), it is now available for visitors to purchase. Sales have been strong for this compelling award-winning product.

MHA continued work on a book project profiling the children of the camp by way of photographs and short narratives culled from original documents and oral histories. The project received a funding boost after receiving a \$25,000 grant from a private foundation in Los Angeles.

Many events took center stage in FY05, most of which involved the help of MHA staff. An art show and sale with works by Henry Fukuhara, a former Manzanar internee, and 40 of his students was hosted by MHA. The three-week exhibit was well received by visitors, and the artists' works were profoundly moving.

Other events in which MHA participated include a short stage production of a camp-themed musical "The Camp Dance," three book and two DVD signings, a Japanese paper-binding workshop, and a presentation by former internee, author, poet, and humorist Lawson Inada.

Mesa Verde Museum Assn

FY05 AID	FY05 NET
\$235,878	540,044
No narrative submitted.	

Mount Rushmore History Assn

FY05 AID	FY05 NET
\$426,248	\$665,540

The Mount Rushmore History Association (MRHA) experienced another banner year with merchandise sales at \$1,146,400, an increase of 20% over the prior year. Membership program operations gained 1,827 new members and 127 renewals for a total of \$61,300 in membership revenue, an increase of 29% from FY04. Direct aid to the NPS for FY05 totaled \$195,730, bringing total cumulative aid (from 1993 to present) to over \$1 million.

At the request of the NPS, MRHA opened a third store at the memorial in the historic Sculptor's Studio. This is a seasonal outlet, operating from Mother's Day through the second week in October. Sales in this store represented 6% of total merchandise sales and 13% of total membership sales for the year. The presence of MRHA in this location allows for greater flexibility for the park interpretive staff and increased information assistance. This building is now accessible to more visitors with longer hours and more open dates.

Four new interpretive products for children were completed in the spring. These include the books *Who Carved the Mountain? The Story of Mount Rushmore*, *Rhyming on Rushmore: From A-Z*, a board book with flaps titled *One Baby Mountain Goat*, and an AdventureRanger Kit.

MRHA funding supported prepublication expenses, Junior/Rushmore Ranger Program booklets and badges, cultural events and programs, Independence Day and other special programs and workshops, the sculptor-in-residence program, interpretive brochures, Avenue of Flags replacements, and new glass for the special exhibit case

Other needs such as stipends and housing costs of volunteers and interns, media software and hardware, library acquisitions, magnetic information signs, and transportation for school field trips were also funded by the Association.



Manzanar History Assn's bookstore was in full operation for FY 2005.

Northwest Interpretive Assn

FY05 AID	FY05 NET
\$478,607	\$565,832

The Northwest Interpretive Association (NWIA) managed sales operations for the benefit of 10 national parks, from Mount Rainier to Klondike Gold Rush to John Day National Monument. NWIA also participated in the joint operation with the Forest Service, Washington State Parks, NPS and R.E.I. of the Outdoor Recreation Information center (ORIC) in the flagship R.E.I. store in Seattle.

At John Day Fossil Beds, NWIA paid for the grand opening celebration of the Thomas Condon Paleontology Center. NWIA also printed a special commemorative poster that was used as a fundraising tool – a landscape painting of the park by a local artist. The artist then donated the original painting to NWIA, and it was auctioned off to raise more funds for the park. In December NWIA bought for the park archives the entire rare manuscript collection from Oregon University Professor J. Arnold Shotwell. This important collection of materials concerning the John Day area and history would have been broken up forever if NWIA would not have stepped in to fund the purchase.

At San Juan Island National Historic Site, NWIA paid for various living history items to use in the annual encampment. NWIA also paid for several speakers to give programs during the summer season. A DVD was produced documenting the Captain Pickett theater piece conceived by chief ranger Mike Vouri. NWIA also funded the printing of the Olympic National Park newspaper *The Olympic Bugler*.

At North Cascades National Park, NWIA supported the park-flight (bird counting) grant, as well as NPS interpretive programs at the Upper Skagit Bald Eagle Festival. NWIA bought a new web cam for the Paradise Visitor Center, and supported Fort Vancouver's archeology program. Whitman Mission's library received several books and other research materials through the Association in FY05. A salmon education trunk was created and the Junior Ranger program was funded as well.

Additionally, NWIA supported the annual Bead Bazaar put on by the Nez Perce National Historic Park, as well as interpretive demonstrations and a teacher's workshop. The Klondike Gold Rush National Historic Park moved this year to their new location in Pioneer Square in Seattle. NWIA supported the move by building a new store called the Klondike Mercantile. NWIA also provided funding to house and display a collec-

tion of papers and artifacts donated to the park from the Alaska Yukon Pioneers Association.

Ocmulgee National Monument Assn

FY05 AID	FY05 NET
\$76,470	\$58,917

The Ocmulgee National Monument Association, Inc., (ONMA) contributed over \$35,000 to further the park's educational outreach efforts. Projects supported included the "Calendar of Events," in which more than 20,000 calendars were distributed. ONMA supported the calendar listings throughout the year including hands-on Discovery Lab, Native American demonstrations, Junior Ranger programs, bird watches, nature hike, Lantern Light Tours, Earth Day observation, children's workshops, new books for the park library, artifact identification days, lectures, film, and interpretive ranger programs.

ONMA partnered with the Ocmulgee Foundation to commission and donate to the NPS four paintings: the Paleo-Indian Period, the Archaic Period, the Woodland Period, and the Mississippian Period. The paintings are hanging in the Ocmulgee National Monument Visitor Center. Time-line posters were printed of the paintings and are available in the ONMA shop.

During the year there were 7,606 students who attended education programs. Another 2,462 attended demonstrations, performing arts, and Junior Ranger programs. 16,789 attended interpretation programs and 42,025 attended special events.

The biggest event for the year was the annual Ocmulgee Indian Celebration attendance of over 25,000 visitors. The event featured Second Chief (Alfred Berryhill) with his singing group, the Muskogee Creek National Honor Guard, and the Creek Nation Youth Stomp Dancers. There were a wide variety of traditional and contemporary Native American dancers, music, arts, crafts, storytelling, tasty food, history, technology, and period encampments provided by American Indians, who presented and interpreted their own cultures. One of their major goals is to accurately explain and demonstrate their various cultures to the public in order to dispel commonly held myths and stereotypes.

Oregon Trail Museum Assn

Y05 AID	FY05 NET
\$2,533	\$49,844

Petrified Forest Museum Assn

FY05 NET	
\$151,563	\$183,880

During FY05, Petrified Forest Museum Assn



From top: NPS Director Fran Mainella cuts the ribbon at the grand opening celebration of the Thomas Condon Paleontology Center at John Day Fossil Beds. NWIA paid for the grand opening celebration.

The sales area at the new center.

NWIA also printed a special commemorative poster that was used as a fundraising tool – a landscape painting of the park by a local artist. The artist then donated the original painting to NWIA, and it was auctioned off to raise more funds for the park.

(PFMA) continued to meet its goal of selling Association-produced products. The creation of these items is done in close cooperation with park partners to produce interpretive, educational, and quality products that also meet visitor interest and desire.

PFMA's crowning publication, *Petrified Forest: Story Behind the Scenery* – which premiered in 1969 and has served as a flagship for Association revenues – was completely updated and rebuilt. This new production features additions, new discoveries, leading theories, and an increased array of photos.

Final product sales were down in FY05 due to drops in visitation and sales directly impacted by rising fuel prices and economic effects of the hurricane season.

PFMA continued selling the NPS passes, which accounted for \$70,650 in additional sales. PFMA continued its efforts to aid the Petrified Forest National Park in research and interpretive activities and provide front-line staffing and program assistance. In FY05, PFMA operated an off-site outlet in the nearby town of Holbrook. Working with the Holbrook Chamber of Commerce, Navajo County Historical Society, and the City of Holbrook, PFMA staffs the visitor center information desk at the Historic Court House with space provided for off-site sales in exchange. This effort continues to strengthen the connection between the community and the park.

Pipestone Indian Shrine Assn

FY05 AID	FY05 NET
\$44,332	\$164,848

The Pipestone Indian Shrine Association's (PISA) mission is to preserve and encourage the tradition of American Indian pipemaking and craftwork, and to support the Pipestone National Monument's historical, scientific, educational, and interpretive work. The Association accomplished this mission during the last fiscal year.

PISA sold in excess of \$300,000 in pipestone peacepipes and crafts, publications, American Indian music, visitor service items, monument gift items, and NPS products in FY05. This allowed the Association to adequately staff the organization and communicate with visitors and customers about the mission and the Pipestone National Monument. Excess reserves allowed PISA to contribute aid to the monument in various capacities, most notably with the

publication and printing of the monument's first newspaper. 40,000 copies of the publication were produced and made available to visitors. Additionally, PISA provided assistance with subscriptions, donations, trail guides, and general superintendent aid.

The Association managed and supervised a cultural interpretation program sponsored by the NPS, with pipemakers and artisans demonstrating and visiting with the public about the American Indian traditions of the region. This past fiscal year, PISA provided over 2,500 hours of education to the public from April to October.

The Association will continue to strive toward accomplishing its mission each year and looks forward to assisting the Pipestone National Monument with its endeavors.

Point Reyes National Seashore Assn

FY05 AID	FY05 NET
\$902,948	\$1,147,643

With Point Reyes National Seashore Association's (PRNSA) success in 2005 in securing a \$2.54 million grant from the Gordon and Betty Moore Foundation for wetlands restoration at Point Reyes, the Association is poised in 2006 to increase dramatically its impact preserving and enhancing the park. With half of the \$5 million total needed already in hand, PRNSA is now publicly announcing the official \$5 million campaign to raise the funds needed to fully implement the wetlands restoration.

While \$5 million is a daunting number and certainly the largest goal the Association has ever set, staff is quite confident that the momentum and depth of community support will help successfully meet the challenge. The restoration will play a critical role in helping rare and endangered species recover and in improving ecosystem functions.

While PRNSA focuses its sights on large-scale wetlands restoration, the Association continues to support the less visible but equally important protection of fragile wildlife and habitats of Point Reyes. In 2005, PRNSA continued its efforts on Coho salmon and related stream restoration, on snowy plover recovery, and on continuing wildlife protection efforts for elephant seals, tule elk, and spotted owls. PRNSA also helped restore Horseshoe Pond along Drakes Beach back into a functioning estuary with a connection to the sea. Invasive species removal efforts continued in order to prevent further habitat degradation throughout the park. Elephant Seal Overlook Trail and outdoor cultural exhibits on the Native American Coast Miwok at Point Reyes re-

ceived much-needed repairs in order to keep them safe and accessible to the thousands of school children and adults who visit each year.

During the summer of 2005, scientists working on innovative ways to protect coastal Point Reyes began using newly created research and classroom facilities right on the water. With \$80,000 raised from individuals and local foundations, rehabilitation work sponsored by the Association was completed to create a new Marine Science Center in the 1960s style house at Sacramento Landing on Tomales Bay.

Thousands of children and adults from throughout the bay area had in-depth opportunities to learn about Point Reyes and the natural world by participating in the innovative environmental education programs. 1,938 participants attended weekend Field Seminars. 2,271 children and adults attended weeklong programs at the Clem Miller Environmental Education Center. More than 25% of the children attending the school program and the Nature Science Camp receive scholarships from the Association.

PRNSA purchased five acres of streamside land, adding a valuable riparian habitat on the edge of the park. The property is now secured as permanent open space and an excellent protected habitat for the spectacular wood ducks that use the area each year.

Redwood Park Assn

FY05 AID	FY05 NET
\$79,962	\$156,319

Redwood Park Association (RPA) marked its 20th successful year of partnership with Redwood National and State Parks and the Smith River National Recreation Area by continuing to provide vital education and orientation services to the 420,000 people who visited the information centers in FY05. Kuchel Visitor Center, the park's largest, had new interpretive exhibits installed. The other three centers had an increase in sales over previous years.

The Association made direct aid to the park to design and print 80,000 copies of the park newspaper and 12 free site bulletins, to design and create new artwork for 15,000 copies of the Lady Bird Johnson Nature Trail Guide, to design and create the Legend of Oregos wayside exhibit placed at the mouth of the Klamath River to interpret natural features in traditional Yurok Indian lands, and to fund three SCA positions to staff Howland Hill and Wolf Creek, the two environmental education schools. RPA continues to assist the park with operating services and six traveling trunks for curriculum-based studies in

science and stewardship studying Roosevelt elk, cougar, and salmon. RPA also supported park participation in community organizations, special events, and activities, including day-long cultural demonstrations by the Tolowa Indian dancers, attended by 250 visitors.

In addition, RPA staff conducted an overnight astronomy seminar, assumed a larger role in the operation of the visitor centers, coordinated the 8th Biennial Board and Partners Retreat, and attended trade-shows and publishing events to keep abreast of trends and opportunities in the industries.

Rocky Mountain Nature Assn

FY05 AID	FY05 NET
\$557,147	\$854,945

Revenues for Rocky Mountain Nature Association (RMNA) increased 13.5% to \$2,604,314 in FY05. Aid and assistance paid out during 2005 was \$275,040. The Association conducted business at 66 outlets throughout Colorado, Wyoming, and Nebraska, and sales staff within the park sold 533 new memberships, an increase of 56% over the prior year.

This past year the RMNA won First Place in the Maps and Guides category, 2005 APPL Media and Partnership Award, for *Hiking Adventures in Rocky Mountain National Park*. RMNA conducted 63 seminars, approximately 60% of which were new topics.

The endowed Justine and Leslie Fidel-Bailey Fellowship Program completed its 10th year with graduate student Catherine Driscoll from Boulder, CO. Katie is completing a Master's Degree at CU Boulder in the Ecology and Evolutionary Biology department. Her general research focus was on population genetics, and she spent the summer studying bighorn sheep herds within Rocky Mountain National Park. A summary of her research results will be printed in the spring *Quarterly* newsletter.

As a collaboration of the Daniels Scholarship Fund, Rocky Mountain National Park, and the Nature Association, the American Conservation Corps program sought to expose economically disadvantaged high school and college-aged students to national parks, rigorous outdoor work, education, and job opportunities. For the third year, the program provided six individuals with the opportunity to work in RMNP for 10 weeks, while earning money for their college education. Evaluations completed by the participants indicate a strong interest of two students returning to Rocky Mountain National Park to work seasonally and look for possible career paths in the



Top and bottom: Redwood NHA Stargazers turn their telescopes on Venus as it hovers near a crescent moon at the astronomy field seminar.

NPS. An article on the crew was featured in the Estes Park Trail Gazette and in the Autumn 2005 RMNA *Quarterly*.

Roosevelt-Vanderbilt Historical Assn

FY05 AID	FY05 NET
\$92,325	\$94,029

Roosevelt Vanderbilt Historical Association (RVHA) is currently celebrating 60 years of service to the NPS and is excited about regaining and refocusing the Association to fulfill its mission. RVHA is revamping two stores with new merchandise and displays. The Association has already seen an upswing in sales and is working closely with NPS staff to be creative and proactive with visitors. It is hoped to turn around losses in revenue from the past couple of years to be able to give financial aid to the NPS.

RVHA continues to add new staff. Staff development includes training on the history of the three sites served in Hyde Park, NY.

The Association is working on programs that will draw the local community onto the NPS grounds and help them attain a sense of ownership and partnership that will support and enhance the NPS mission. RVHA is also going to broaden its base of sponsored events on behalf of the NPS.

Rosie the Riveter

FY05 AID	FY05 NET
no activity for FY	no activity for FY

San Francisco Maritime National Park Assn

FY05 AID	FY05 NET
\$796,745	\$960,147

San Francisco Maritime Association (SFMA) operated one retail store for the San Francisco Maritime National Historical Park in 2005. Retail sales at the maritime store increased by 3.8% in 2005 as compared to 2004.

SFMA conducts experiential education programs on the historic ships at Hyde Street Pier. The programs are tailored to students and other groups from the fourth through eighth grades. The curriculum takes the students back to 1906, with overnight, day, and sailing programs. Approximately 10,000 students, teachers, and parents attended the Age of Sail programs in 2005. Revenue from the education programs increased by 3.6% in 2005.

SFMA has an active and successful membership and development operation. More than 1,200 donors contributed in 2005. The Association also runs a facility rental operation for the San Francisco Maritime National Historical Park.

Events can be held in the Maritime Museum, the Visitor Center, and on the historic ships at Hyde Street Pier. In 2005 SFMA administered 86 events including weddings, corporate events, non-profit events, private parties, and government agency events.

The Association assists the San Francisco Maritime National Historical Park with the presentation of events at the various park locations. SFMA worked with the park on 17 free events in 2005 with a total attendance of 14,820. In addition, the Association assisted with five ticketed events in 2005 with a total attendance of 530.

Sequoia Natural History Assn

FY05 AID	FY05 NET
\$1,034,907	\$1,157,013

The Sequoia Natural History Association (SNHA) continued to support NPS educational efforts and strengthen its own programs. The Sequoia Field Institute expanded its custom natural history programs and outreach offerings to schools in FY05. SNHA participated in the WildLink program, which brings disadvantaged children to the parks to participate in backcountry hands-on science. The Sequoia Caves outreach program provided curriculum-based classes to schools, focusing on the NPS mission and how caves relate to the need to protect natural resources. The Beetle Rock Education Center provided more than 2,000 people with meeting space for park training, field seminar programs, a family nature program, and classrooms for visiting educators. More than 55,000 visitors were provided interpretive programs of Sequoia's Crystal Cave.

As with every year, SNHA increased the staff size in the parks' visitor centers. The Association initiated plans to partner in the operation of a new visitor center and bookstore in the city of Visalia's Chamber of Commerce. SNHA also enlarged the parks' free visitor guide/newspaper by adding a four-page section highlighting the Association's programs and supporters.

FY05 funding supported naturalist programs, SCA staff, exhibit planning, the park library, cultural resource programs, a Junior Ranger Program, the Pear Lake Backcountry Ski Hut, protection of black bears, the parks' visitor guide, and other free publications.

Shenandoah National Park Assn

FY05 AID	FY05 NET
\$239,528	\$317,835

For the 2005 fiscal year, Shenandoah National Park Association (SNPA) experienced a sales increase of more than 2%, which is impressive



An example of a "personalized" license plates available through the Shenandoah Natural History Assn' Specialty License Plate program.

considering that park visitation was down by 13%. Sales were up at the Byrd Visitor Center, attributed to the completion of the new restrooms and no construction activity around the entrance. Total profits for the year (after expenses) totaled \$71,960 with \$79,243 donated to the park. Total donations to the park since 1950 reached over \$1.6 million.

SNPA will receive a \$20,000 grant from the Merck Foundation for equipment for the Training/Meeting Room planned for the Panorama year-round visitor center. Additionally, by August 2005 SNPA had finally collected the required 350 applications for the Shenandoah National Park Specialty License Plate, and information was submitted to DMV for processing in September.

SNPA received a \$9,030 donation from the families of Russell and Louise Barlow, which will cover the deposit for a CCC statue for the park. A plaque in recognition of the achievements of the CCC will be included. Once the statue is ready to ship, the Barlow family will donate the remaining funds necessary to finish the project. The park hopes to have the statue in place for the annual CCC Reunion in September 2006.

The Association worked with ARAMARK, the park's concessioner, to produce the 2006 Shenandoah National Park Calendar. SNPA won an award at the National Association of Interpreters (NAI) Conference held in Mobile, AL. *In the Shadow of Ragged Mountain: Historical Archaeology of Nicholson, Corbin, & Weakley Halls* by Audrey Horning won second place in the Book category.

Also in FY05, SNPA co-sponsored the Wildflower Weekend and Annual Christmas Bird Count, purchased interpretive and library supplies, and donated sales items and discretionary funds for the park superintendent and the interpretive staff. The Association placed \$20,000 into the Interpretive Reserve Fund to be used for major projects in future park exhibits. During 2005 SNPA purchased a total of 55 museum items for the park archives.

Theodore Roosevelt Nature and History Assn

FY05 NET

\$24,801

\$131,610

In FY05 gross sales for the Theodore Roosevelt Nature and History Association (TRNHA) were \$287,143. Association aid to the NPS was \$24,456, a 4.2% increase over FY04.

A general membership activity was held in June, with the 51st Annual Birdwalk and Chuckwagon breakfast. 63 people attended the bird walk, and 53 attended the chuck wagon breakfast that included a hearty meal of fresh buttermilk pancakes, homemade syrup, country sausage, and cowboy coffee.

TRNHA funded the spring issue of *The Bison Scene*, the holiday mailing of the *Choices* sales catalog, and the park newspaper, *Frontier Fragments*. In the future, TRNHA will initiate development of a SW North Dakota Birding Brochure. A generous donation (\$3,000) from longtime friends of TRNHA, Ken and Adele Johnson, has ignited this project.

Association funds also paid for rent for four SCAs, two SCA positions, and interpretive supplies. Special events included Theodore Roosevelt's birthday celebration with the local school in Medora, a North Unit booth at the Watford City Chamber Spring Fling, and Cowboy Christmas.

Finally, the Association plans to produce a new video on Theodore Roosevelt National Park and develop an audio tour for Knife River Indian Villages trails and Theodore Roosevelt National Park auto tours. The Association will look into expanding the variety of interpretive items available such as audio products (books on tape, native music, nature compositions, etc.), site-specific quality interpretive t-shirts, and developing more theme items for both Knife River and Theodore Roosevelt.

Weir Farm Art Center

FY05 AID

\$213,241

FY05 NET

\$382,703

No FY05 report submitted. FY04 reporting used for purposes of completing this report.

Western Maryland Interpretive Assn

FY05 AID

\$249,121

FY05 NET

\$403,841

Western Maryland Interpretive Association's (WMIA) 2005 sales total of \$722,000 came in \$3,000 over 2004. One highlight for the year was individual and corporate contributions increasing from \$15,000 to \$26,000, due in part to the Association's searchable Antietam monument



Books available for sale at Theodore Roosevelt Nature and History Assn bookstore.

database that allows people to endow a monument of their choice.

The debut of the Antietam and Monocacy Partner electronic newsletter has allowed WMIA to keep its more than 1,000 members apprised of park news. WMIA partnered with one of the local papers, the *Hagerstown Herald Mail*, to create a program guide for the annual Antietam Fourth of July celebration, Salute to Independence (proceeds from which helped to defray event costs).

Lastly, in order to augment park interpretive programs, WMIA initiated a tour guide program. Guides must pass a written and oral test administered by the Association before they are allowed to give tours.

Western National Parks Assn

FY05 AID	FY05 NET
\$3,851,665	\$4,556,932

Western National Parks Association (WNPA) continued a long-standing tradition of donating over \$2 million this past year to the NPS. Since 1938, WNPA has provided much-needed financial support for a wide variety of NPS educational programs and expenses that enhance the visitor experience at the 65 sites served by WNPA in 12 western states.

Some of the highlighted WNPA donations this past year include the printing of park newspapers, supporting cultural demonstrations and interpretive programs, and purchasing research and reference materials.

In 2005, the Canoeing into the Heart of Big Thicket program in Texas provided access to a maze of swamps, rivers, and primeval forests and the plants and animals that inhabit them.

WNPA funds were used to collect and preserve drawings of the Monroe School, which served generations of African-American students until the Supreme Court banned segregated schools in a landmark decision in 1954. The site gained prominence by being designated as the Brown v. Board National Historic Site in 1992. Due to its humble beginnings in 1868, early drawings of the site are rare.

Bent's Old Fort was built in 1833 at the edge of Colorado's Front Range as a trading post for the growing buffalo-hide and fur trade between trappers, hunters, and Plains Indians. Now, interpreters bring that colorful history back to life through educational programs and demonstrations. To help them in their work, WNPA funded the purchase of beaver carcasses for demonstra-

tions of how the skimmers prepared pelts.

Located in extreme southeastern Arizona, Chiricahua National Monument is a birder's paradise. More than 170 species of birds can be seen, including tropical species found nowhere else in the U.S. To spread the word about this remote but remarkable park, NPS interpreters used funds donated by WNPA to participate in the annual Wings Over Willcox birding event.

Yellowstone Assn

FY05 AID	FY05 NET
\$2,567,998	\$3,388,455

Total aid from the Yellowstone Association (YA) to the NPS for FY05 was \$1,745,280. Association-funded projects included the digitization of slides in the park's slide file collection and support for the park's research library. Through this year's and previous years' funding, more than 10,000 slides are now available to park researchers and the general public; many of the slides are now available on the park's website. In addition to providing two full-time librarians, the Association also helped furnish office spaces, provided supplies to perform book conservation and repairs and supplies to protect rare books in the park's collection.

YA funded publication costs for *Yellowstone Science*, the park's research and cultural resources magazine, *Yellowstone Discovery*, the Association's quarterly educational newsletter, and *Yellowstone Today*, the park's official quarterly newspaper, provided to approximately 18,000 members throughout the U.S. and around the world.

YA engaged park visitors in over 100,000 educational contact hours through the Yellowstone Association Institute. This included more than 5,500 participants in 400 in-depth, multi-day programs throughout the park. The Association also funded a substantial portion of the new exhibits for the new Canyon Visitor Center opening in August 2006. These exhibits will explain the significance of the Yellowstone volcano, plate tectonics, the hot spot, and will let visitors know that Yellowstone is among the most geologically dynamic areas on Earth.

At the end of FY05 the Association was holding accumulated funds of around \$518,000 that will fund a film for the theatre of the new Canyon Visitor Center. The film will focus on the story of Yellowstone's geology and how the park's geology has shaped the ecosystem, and will be completed by the spring of 2007.

Yosemite Assn

FY05 AID	FY05 NET
\$1,576,277	\$2,144,112

Featuring exciting educational programs, improved systems and facilities, impressive accomplishments, and talented new staff, 2005 was a heartening year for the Yosemite Association (YOSA). The period's single most significant development was the completion of the Yosemite Valley Visitor Center lobby remodel, which included the total makeover of the Association's bookstore. The outlet now boasts state-of-the-art fixtures, lighting, and computer systems, along with a new location in the former NPS dispatch office.

The improved facility paid immediate dividends with a marked increase (17%) in gross sales for the year – a remarkable figure given the previous year's strong sales. This growth boosted YA to its second highest gross income (before Aid-to-NPS donations) in the past 15 years.

YOSA membership, a supportive and dedicated group more than 10,000 strong, was integral to the Association's success. Besides dues, YOSA members donated nearly \$100,000 in response to the annual fundraising mailer, and as volunteers contributed over 11,700 hours of labor to various restoration and educational programs in Yosemite.

The Yosemite Cooperative Student Intern Program (sponsored jointly with the University of California at Merced and the NPS) expanded in 2005 to involve six college students. They received extensive training in a variety of Yosemite subjects and in the ways of the NPS, while providing an important supplement to the park's Interpretive Division.

YOSA's publications program continued to create and issue successful educational products and materials. The "Yosemite Commemorative Edition" of the California State Quarter proved to be the most popular sales item for the year, and the park identity logo series was expanded with the addition of Yosemite Valley products. During the year, YOSA's fine press book, *A Trip to the Yosemite*, was named one the "Best 50 Books of 2004" by the American Institute of Graphic Arts.

YOSA's educational programs took on new life under new director Pete Devine. Some 750 participants enjoyed a variety of Yosemite Outdoor Adventure programs, including the second annual Birding Festival and a botany symposium featuring world-renowned conservationist Peter Raven. The Yosemite Art Center served more

than 2,000 park visitors during its six-month run, with talented volunteer artists offering free art lessons in Yosemite Valley.

On top of extensive programmatic and in-kind support of the NPS in Yosemite, YOSA was able to contribute nearly \$160,000 in cash to important park educational initiatives during 2005. With the steadfast assistance of members, friends, volunteers, vendors, and others, the Association continues to make a difference in Yosemite National Park.

Zion Natural History Assn

FY05 AID	FY05 NET
\$601,221	\$1,074,814

Zion Natural History Association (ZNHA) reached a significant milestone in FY05 by crossing the \$2 million gross revenue plateau. ZNHA had a very successful year in retail operation and in programs that provide aid to partners, including Zion National Park, Cedar Breaks National Monument, and Pipe Spring National Monument. Net revenue for 2005 was \$1,074,814. Total aid to the NPS for 2005 was \$601,221. Much of the sales increase can be attributed to the addition of new interpretive and visitor convenience items, as well as to the successful membership initiative, improved website sales, and to the fact that visitors were required to come into the visitor center in Zion to obtain the free park brochure. ZNHA increased membership from approximately 1,000 to more than 2,500 through the membership initiative.

Perhaps the most noteworthy event of the year for ZNHA was the publication of the new geology book, *Water, Rock, & Time: The Geologic Story of Zion National Park* by Dr. Robert Eves, professor of geology at Southern Utah University. The book, in both hardback and soft-cover editions, arrived in the warehouse in early May and has sold at a brisk rate ever since. It is a beautifully designed book with more than 150 of the best photos of Zion available. The project represented a large investment of money and ZNHA resources, but will be a perennial seller and will generate significant revenue for years to come.

ZNHA continued its support of the modified Junior Ranger Program in Zion National Park in FY05. This popular program for children operated from Memorial Day to Labor Day, seven days a week. Zion provided funding for two full-time instructors and an SCA volunteer in the program. ZNHA also provided funds for the park's educational outreach program in which park naturalists travel to local schools for their presentations. The Association continued to

fund the ranch hand position at Pipe Spring National Monument, and aided the monument's living history programs through the purchase of costumes and supplies for the livestock and gardens.

From October 2004 through September 2005, 2,795 people participated in Zion Canyon Field Institute (ZCFI)-sponsored outdoor seminars, student field trips, and events. These activities included service projects where participants performed projects beneficial to Zion National Park. Visitors taking ZCFI service-learning workshops helped to keep the Zion Narrows clean and assisted Zion's park archaeologist in gathering and recording important archaeological data.

With a wide range of nearly 50 scheduled outdoor learning adventures, ZCFI programs in 2005 helped to provide in-depth education in the humanities, arts, and sciences to Zion visitors. These visitors were able to enjoy Zion National Park as an inspiring outdoor classroom while also taking the information they learned in ZCFI workshops about native plants, native fauna, habitat conservation, water conservation, and more to apply in their own communities and backyards..

2005 Report of the Servicewide Cooperating Association Coordinator

One of the biggest changes to come about in 2005 was the implementation of the new National Park Service Form 1040. The new report was created as a direct response to recommendations made by the General Accountability Office (GAO). In July 2003, the GAO concluded its Report to the U.S. Congress entitled "Park Service: Agency Needs to Better Manage the Increasing Role of Nonprofit Partners. That report, GAO-03-585 looked at the range of nonprofit partners of the National Park Service (NPS) and then focused on the revenue generating partnerships. Specifically, the GAO examined the impact of nonprofit revenue generating operations on the operations of concession operations. Because cooperating associations are the nonprofits most engaged in activities that affect concessions operations, much of the report focused on their activities, although friends groups were also examined because of their potential to raise large sums of money.

The report made four recommendations, one of which was to "require nonprofits to report key financial information." Cooperating associations already are required to report key financial information as a condition of their Standard Cooperating Association Agreement with the NPS. The information contained in those reports is what makes up the 2005 *Annual Report of Aid and Revenue*. Still, there was a question about the usefulness and completeness of the information requested by the NPS of the cooperating associations. Additionally, other nonprofits, such as friends groups had no filing requirement. Similarly, other federal land management agencies that worked with cooperation associations and friends groups had no filing requirement. This was seen as an excellent opportunity to develop a document that would meet the needs of the agencies, satisfy the recommendation of the GAO, and be seen as a useful tool by the nonprofit partners.

A public/private partnership team representing the federal land management agencies and several nonprofit partners met over a period of 18 months and developed the “Report to Federal Land Management Agency.” This is the new NPS Form 1040. The advantages of the new reporting structure are as follows:

- a) It flows directly from Internal Revenue Service Form 990 which is a required filing for all nonprofit 501(c)(3) organizations. Thereby making reporting more consistent and less open to interpretation.
- b) There is no significant additional burden to filing.
- c) The form can be used by any of the nonprofit partner organizations.
- d) Since the report relies on the IRS 990, the responsibility for accuracy falls squarely on the shoulders of the federal agency most equipped to manage that issue: the Internal Revenue Service and not the land management agency.

There will also be an opportunity for nonprofits to report in-kind aid such as contact hours, free literature dispensed, and volunteer hours managed. Finally, the new form contains a statement for reporting funds received and aid disbursed by an association as a fiscal agent for a government entity. This would include funds obtained by NPS such as grants or donations to NPS from other sources that are held by the association in restricted accounts until disbursed.

Because this is the first time the form is being used, a complete copy and its instructions are included in this report. [Appendix A]

Using the New Standard Reporting Form NPS 1040 (January 2006)

There are four different sections to the reporting form.

1. STATEMENT OF PROGRAM SERVICES—OPERATIONS

Revenue

In previous years, the NPS reported out cooperating association activities as being successful if the association donated at least 15% of their gross revenue back to the NPS as either in-kind or in-cash donations. The 15% rule was simply a standard, and while a useful benchmark was still a crude indicator of the relative health of an association and its subsequent return to the NPS.

Cooperating associations are primarily retail op-

erations, more specifically they are bookstores. Associations sold \$96.7 million in merchandise in 2005 with \$91.9 million from the sale of interpretive merchandise. Bookstores, on average spend between 40% and 60% of revenue generated to pay for inventory (“cost of goods sold”). Associations averaged a margin of 48.10% and are therefore well within range or slightly better than industry standards. “Sales” of \$96.7 million less the COGS of \$47.5 million leaves a “gross profit” of \$49.2.

Additional forms of revenue come from other types of operations. “Program service” revenue is revenue also tied to the association’s mission but does not derive from the sale of inventory. It may result from operating field schools and institutes such as those at YOSA, PRNSA, BCNHA, CNHA, and JTNPA. Some associations engage in fundraising ranging from million dollar plus campaigns such as that of AMMA or GGC to more modest programs such as HFHA and HHI. The remaining types of revenue include income from memberships, interpretive/cooperating program operations, and return on investments.

Gross profit from sales is added to other kinds of revenue *not* derived from sales to arrive at the “net revenue” figure of \$82.4 million. This is how much money associations had available to conduct all business and make a return to the NPS. The net revenue figure has never before been reported. Last year, all associations reported “gross revenue” of \$119 million. “Gross revenue” for FY05 is \$130 million. If the cost of goods was the same last year as this year then the net revenue would have been approximately \$70.4 million as compared to this year’s \$82.4 million.

Looking at all of these figures and then focusing on aid as a percentage of net revenue rather than gross revenue gives a better indication of how well a cooperating association is run as a bookstore. The average “percentage of aid to net revenue” for all associations is 65.95%. Sixty-six cents out of every dollar not used to pay for inventory was returned to the National Park Service.

Expenses

Expenses are then deducted from revenues to arrive at the “excess (deficit) before donations.” No doubt, the largest expense category after inventory is salaries. Associations report to the IRS whether salary dollars are for program service, overhead, or fundraising showing at \$29.1 million, \$15.7 million and \$3.4 million respectively.

Program service salaries used to be reported as “information assistance—association personnel”

Cooperating Association Historic Revenue and Aid

Year	Revenue	Aid
1958	\$ 462	\$ 88
1968	\$ 2,344	\$ 264
1978	\$ 10,817	\$ 1,583
1988	\$ 41,803	\$ 6,818
1998	\$ 99,457	\$ 22,561
2004	\$ 119,195	\$ 28,726
2005	\$ 130,002	\$ 52,758

All figures reported in thousands.

2005 Report to Federal Land Managent Agency

Statement of Program Services Operations

FY05

FY04

REVENUE

1. Sales		
a. Interpretive Materials	\$ 91,904,962	\$ 90,362,284
b. Visitor Convenience Items	3,112,524	3,337,570
c. Other	1,666,124	n/a
Total	96,683,610	93,699,854
2. Cost of Goods Sold	47,524,088	n/a
3. Gross Profit	49,159,522	n/a
4. Program Service revenue	8,016,514	n/a
5. Other income		
a. Donations from Outside Sources	16,479,247	6,439,055
b. Membership Income	2,631,057	3,059,585
c. Interpretive/Cooperative Programs	4,189,690	12,712,905
d. Other	2,002,607	3,134,887
Total	25,302,601	25,346,432
Gross Revenue	130,002,725	\$ 119,046,286
6. Total Net Revenue	\$ 82,478,637	n/a

Expenses

7. Program Services Operating Activities	\$ 29,192,443	n/a
8. Management and General	15,730,868	n/a
9. Fundraising	3,367,654	n/a
10. Total Operating Expenses	48,290,965	n/a
11. Excess (Deficit) Before Donations	34,311,872	n/a
12. Donations/grants/allocations made to Federal Agency	\$ 22,648,961	\$ 28,694,079
13. Excess (Deficit) for the Year	\$ 11,662,912	n/a

Statement of Financial Aid

FY05

FY04

Detail of grants and allocations

1. Interpretation	\$ 10,156,480	\$8,301,726
2. Research	2,319,341	2,502,667
3. Free publications	1,290,456	1,381,993
4. Structures and/or facilities other than sales areas	4,857,351	2,435,949
5. Sales area construction and redesign	261,369	410,780
6. Pre-publication expenses	1,152,671	871,257
7. Other*	3,528,102	1,967,273
8. Total Financial Aid	\$ 23,565,770	\$ 17,871,645
9. Program services expenses**	29,192,443	10,822,434
Total aid as a % of net revenue		
10. TOTAL AID (Total Lines 8&9)	\$52,758,213	\$ 28,694,079
11. TOTAL NET REVENUE	\$82,478,637	n/a
12. % AID to NET REVENUE (Line 10 divided by Line 11)	65.95%	n/a

* For FY04 this figure includes the Serviceswide Fund (\$5,100), an aid category that is defunct.

** Not reported in FY04. The FY04 figure is a combination of Information Assistance and Interpretive Program Operations.

on the old form 1040. NPS guidance capped the percentage of salaries that could go be considered as a donation at 50% the assumption being that only up to 50% of an association employees time was spent directly assisting the NPS while the other time was devoted to the work of the association.

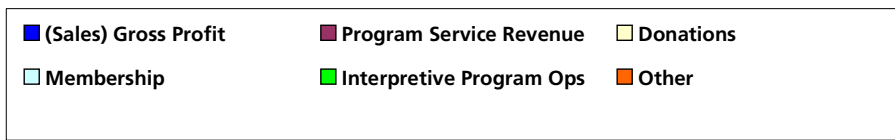
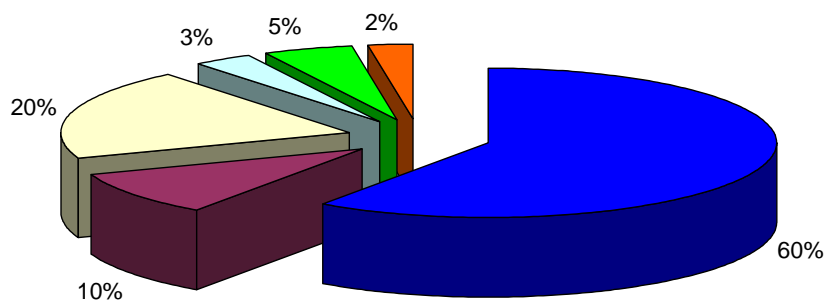
This formula, while reasoned, was still somewhat arbitrary and often did not accurately reflect the contribution of association staff and did not reconcile with the amount reported to the IRS. Now, rather than reporting information assistance up to 50%, associations report a new category “program service operating activity” that is reported on the IRS 990. The new reporting form not only encourages, but requires that associations report as aid the same amount reported to the IRS. The sea change is having the IRS, rather than the NPS be the responsible authority for monitoring the financial reporting of

the nonprofits doing business with the NPS. The IRS has the ability and expertise to examine and if necessary penalize a nonprofit for reporting falsely. The level of due diligence to make sure the amount reported reflects the operation of the association is the responsibility of the association’s management, board, auditors in addition to the IRS. Certainly, the NPS or any public authority can question the veracity of this number. The new form removes the arbitrary 50% cap and provides associations the ability to reflect their aid contribution as they report it to the IRS. Last year information assistance was reported at \$10.8 million compared to \$29.1 million in 2005.

Overhead or “management & general” salaries are treated differently by IRS rules and again, should be an accurate reflection of how the association operates. This figure was not reported in prior years. Overhead salaries come in at \$15.7 million. Associations such as GGC, SNHA, and YA that engage in more elaborate fundraising would more likely report higher levels of fundraising salary expense. Total fundraising salaries for all associations is \$3.4 million.

The final step on the Statement of Program Services—Operations is to report and deduct “donations/grants/allocations” to arrive at the association’s “excess (deficit) for the year” or net income. On the Statement of Operations, Donations/grants/allocations are the cash donations made by associations to the NPS. Program Operations is treated as an expense on this form.

2005 Revenue

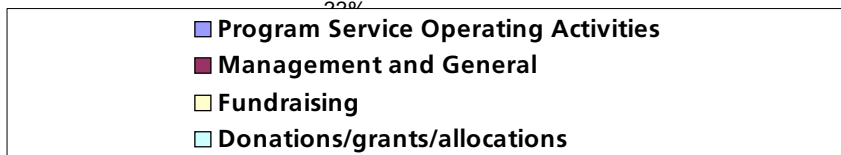
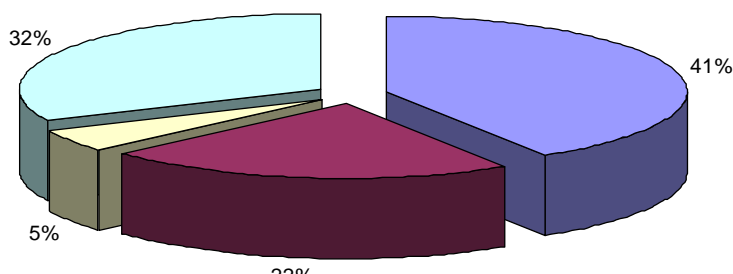


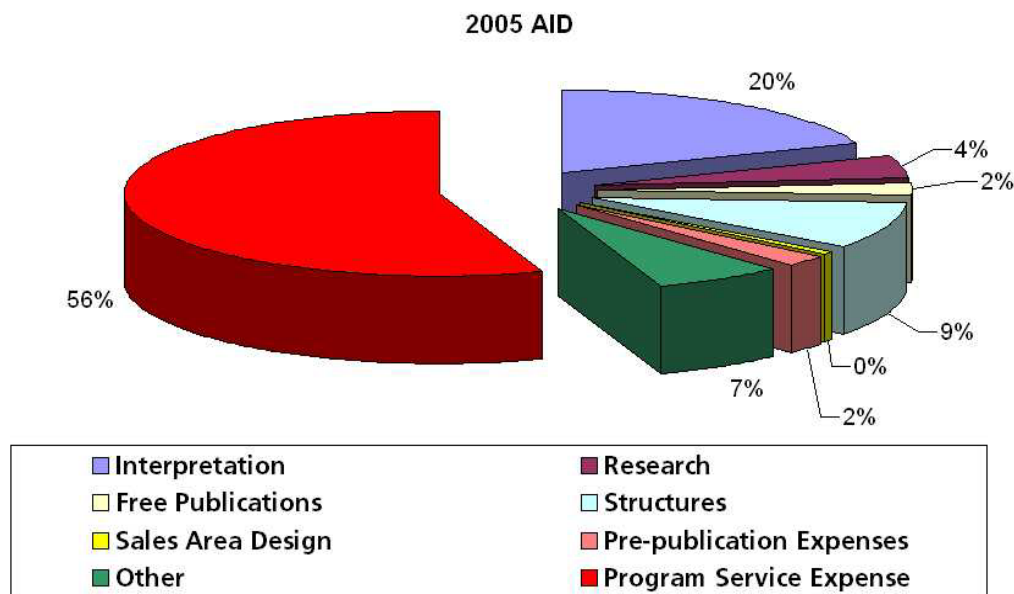
2. STATEMENT OF FINANCIAL AID

This section is very similar to the old 1040 Statement of Aid. Prior to 2005, it was easy to compare revenue and aid amounts to that of previous years because it was an apples-to-apples comparison. When the GAO conducted their audit of NPS management of its nonprofit partners, one of their recommendations was to have the reporting of nonprofits be more “transparent.” Tying the NPS Form 1040 Report of Aid and Revenue was the solution to the GAO’s concern. The numbers reported for FY05 are going to look different in some of the aid and revenue categories.

Immediately, the biggest change is accounting for “Aid to NPS.” In years past, this figure has been a compilation of financial aid in the categories of interpretation, research, publications donated, structures, sales area construction, prepublication expense and other kinds of grants in addition to “in-kind” aid which is information assistance.

2005 Expenses





In FY04, associations reported total aid of \$28.6. Information assistance was \$10.8 million. In FY05 total aid appears to skyrocket to \$52.8 million, with \$29.2 million of that as program service. Why such a significant jump and where does the \$24.2 million increase in overall aid come from?

As previously discussed, in previous years some associations could not accurately report their total program service aid to NPS even though they were reporting it to the IRS because of the 50% cap. This was a source of frustration to association managers, their accountants, and eventually the GAO. There is now an additional \$18.4 million being reported as aid to the NPS. Is this number an accurate reflection of the actual service being done on behalf of the Service? If the NPS has questions about an individual association's reporting of program service they should consult first with the association's board. If there is need for further assistance, please contact the cooperating association regional coordinator or WASO coordinator for information.

The remaining \$5.7 million in increased aid is primarily due to significant jumps in two aid categories. Interpretation increased by \$1.9 million and donations for structures increased \$2.4 million. As reported in the narratives, associations are doing more to support parks in the area of interpretation. Money that may have gone for sales area construction or research (two categories that saw a decrease) is likely to have been put used for interpretation. Associations such as Grand Teton and Yellowstone had been saving money for construction and exhibits at their visi-

tor centers and this money is now being spent.

What used to be reported as the net loss from Interpretive Program Operations is now reported on the Statement of Program Services—Operations with the revenue reported under “other income-Interpretive/Cooperative Programs” and the associated expenses reported as “program services operating activities.” This is some of the transparency GAO requested. Rather than just reporting the loss from these operations as “aid to NPS”, associations report the income and the expenses associated with their tax-exempt purpose.

Associations are given the discretion on how to report out the details in the “other” aid category. Several associations reported money specifically given for volunteer programs, or superintendent discretionary funds, for example.

All of these categories together are the “Total Financial Aid” for the NPS. This figure should equal the amount reported in Column B, Line 22, of the association's IRS Form 990. For FY05 this figure is \$52.8 million. Total financial aid (again, this is cash aid) is then added to the program service operating activities amount reported previously (\$29.2 million) to derive the “total aid” to the NPS which is \$82.5 million. It is the percentage of this aid to the total net revenue that is the indicator for the level of benefit an association's activities are to the NPS. Aid to net revenue for all associations reporting is 65.95%

3. STATEMENT OF NON-FINANCIAL AID

The new NPS Form 1040 provides an opportunity to report non-financial aid. This section is not mandatory because it is not auditable, but it allows association management to report other types of assistance it give to the NPS that cannot be reported to the IERS or through other means. These additional statements give a more rounded picture to the value of associations to the NPS. Categories reported are:

- Educational contact hours
- Visitor contact ours
- Quantity of free literature produced
- Number of items sold
- Number of volunteer hours managed
- Other unique services
- Funds Received and Disbursed

Finally, associations and NPS are now provided a way to track what may also be referred to as “pass through” grants. These are monies held by the association for the benefit of the NPS that are not derived from association activities. This could include grant money, unsolicited donations, or other funds held in abeyance.

The Annual Report of Aid and Revenue looks at the totality of all association activities and reports the aggregate. Those interested in individual reports should contact Rose Fennell.

Program Highlights

The biggest source of revenue for associations is the sale of interpretive merchandise. CNMA reported best sales year ever, sales in Grand Teton and Mount Rushmore were up 15% and 20%, respectfully. GSMA continued expansion of its wholesale business and ZNHA reached a significant milestone in FY05 by crossing the \$2 million gross revenue plateau for the first time.

Several new visitor centers opened in the year creating new sales opportunities for associations. A new visitor center opened at American Memorial Park on Saipan operated by AMMA. At Arches new visitor center, CNHA had more room to operate which lead to a 20% increase in aid. The new visitor center at Ulysses S. Grant tripled the amount of sales space available for the bookstore. The completion of the Yosemite Valley Visitor Center lobby remodel included the total makeover of the association’s bookstore. APVA got a new collections and research facility in the Rediscovery Center. GCNHA was asked to expand its visitor center operations within the public lands of Grand Staircase-Escalante National Monument. NWIA paid the costs for the

grand opening celebration of the Thomas Condon Paleontology Center.

One of the great success stories of cooperating associations are the publications programs. Associations are able to produce site-specific works and often offer them for sale at reasonable prices to visitors. This is especially valuable at parks, where there is little or no literature available. EN had great success with the Park Ranger Activity Book. IRNHA published a new children’s book *Wolf Tracks and Moose Scat: A Visit to Isle Royale*. The book introduces grade school age children to Isle Royale and the lessons it has to teach about predator/prey relationships. With the writing talents of Jefferson National Expansion Memorial’s historian, Bob Moore, JNPA published *The Gateway Arch: An Architectural Dream* in both clothbound and limited editions. LSIA provided funding to Voyageurs for the new publication *Ojibwe Tales*, which was written in a cooperative effort with Rainy River Community College, the National Park Foundation and Northwest Bay First Nation. PISA assisted with the publication and printing of the Pipestone’s first newspaper. Grand Teton’s new nature series sold 15,000 copies in the first summer. CNMA published Spanish Junior Ranger materials and donated 100 copies to a local bilingual school.

Nonbook merchandise also hit the shelves. LLMA created eco-awareness wristbands that were the single most popular sales item. SNPA finally collected the required 350 applications for Shenandoah’s Specialty License Plate. The MRHA completed four new interpretive products for children.

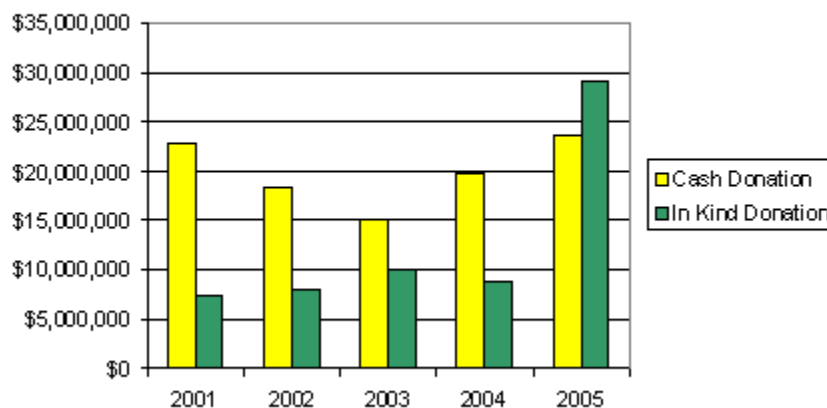
Program operations are another significant activity for associations. The new Audio Tour at the USS Arizona Memorial has proven very successful. During the year, more than 175,000 units were rented by visitors. CRNHA completed its auto touring guide covering Highway 24 through the Capitol Reef and the Scenic Drive including the historic Fruita, UT. CCGMA completed two new scripts to their successful audio guide. A Japanese tour script now educates foreign visitors on Carlsbad Caverns and a “Kids Script” for children 12 and under. DEVA converted the Scotty’s Castle walking tour into 12 different languages.

In the areas of e-commerce and technology, AMMA and CRNHA revamped their websites to increase traffic. CNHA upgraded their point-of-sale system allowing them to better track sales and inventory. GSMA completed the digital photography of the Walker Sisters collection at the NPS artifact storage facility in Oak Ridge.

Cooperating Association 5-Year Revenue and Aid		
Year	Revenue	Aid
2001	\$ 108,782	\$30,083
2002	\$ 112,843	\$26,464
2003	\$116,938	\$26,098
2004	\$ 119,195	\$28,726
2005*	\$ 82,479	\$52,758

All figures reported in thousands.
*2001-2004 revenue is “gross revenue. 2005 revenue is “net” revenue. 2001-2004 shows aid with 50% cap on information assistance. 2005 aid has no cap; it is program revenue as reported to the Internal Revenue Service.

Cash and In-Kind Donations



A comparison of direct financial aid against program service expense which includes salary expense donations.

Direct Financial Aid compared to In-Kind Aid

Year	Direct Financial Aid	Program Service
2001	\$22,777,186	\$7,365,693
2002	\$18,462,922	\$8,000,590
2003	\$15,000,000	\$10,000,000
2004	\$19,807,316	\$8,881,663
2005	\$23,565,770	\$29,192,443

GTNHA added links to partner's sites and to local community organizations, including the Chamber of Commerce. MHA launched a commercial DVD: "Remembering Manzanar."

Cooperating associations are one of the most enduring partnerships of the NPS. Many celebrated anniversaries in 2005. In addition, there were other celebrations marking significant events with which associations were actively involved. APVA is busily preparing for the 400th anniversary of the founding of Jamestowne. FCHA continued to prepare for the Bicentennial of the Lewis and Clark Expedition. FLHA helped with the reburial of Mni Akuwin, a 19th Century Sioux Indian maiden. The GWCBA held the groundbreaking ceremony for the Carver Discovery Center at which the CBA presented fee simple title for the last 30 acres of land that were part of the Birthplace Farm. HHI turned 25 as a cooperating association RPA marked its 20th successful year of partnership. Finally, Roosevelt Vanderbilt Historical Association celebrated 60 years of service to the NPS.

The mission of associations is to also support education in addition to interpretation. AMMA held teacher workshops. GCA awarded a \$30,000 Graduate Fellowship as part of a re-commitment to support science within Grand

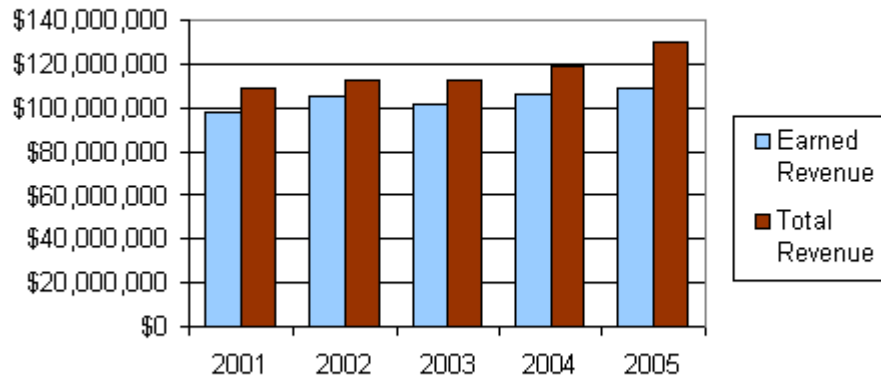
Canyon. HFHA received a major grant from the West Virginia Humanities Council to help provide for the research and development of an educator's guide for grades K-12 and to conduct a Teacher Institute centered on the Niagara Movement. Big Thicket National Preserve used WNPA donations to rent canoes for an environmental science tour that allowed participants to travel into the heart of the Preserve.

Exciting new exhibits were funded by associations. FNPMA funded an innovative 360° panoramic exhibit at Fort Jefferson. YA continued funding for a substantial portion of the new exhibits for the new Canyon Visitor Center which is opening in August 2006.

Based on the success of associations like GGC, other associations have engaged in "branding" their own identity, usually for the purpose of engaging in fundraising or raising the visibility of the association and the park. PRNSA, GCA, and FCHA all engaged in branding programs that included merchandise and marketing materials.

Having several sources of income is important to the health of associations. Fundraising is increasingly becoming an activity more associations are considering. In 2005, JTNPA entered into an agreement with Joshua Tree that allows

Earned Revenue Comparison



A comparison of programmatic revenue raised from business operations. This includes sales of interpretive merchandise, sales of convenience items and interpretive program operations. The "total revenue" figures include all revenue sources.

Earned Income compared to Total Income (the difference is Unearned Income)

Year	Earned Revenue	Total Revenue
2001	\$ 97,851,055	\$108,782,129
2002	\$105,376,870	\$112,842,721
2003	\$105,791,789	\$116,937,981
2004	\$106,479,526	\$119,194,712
2005	\$108,889,814	\$130,002,725

the association to raise funds and other forms of assistance for the benefit of the Park. PRNSA secured a \$2.54 million-dollar grant from the Gordon and Betty Moore Foundation for wetlands restoration. In August GTNHA transferred \$870,178 to the NPS. HFHA received a major grant from the West Virginia Humanities Council to help provide for the research and development of an educator's guide for grades K-12 and to conduct a Teacher Institute centered on the Niagara Movement. IRNHA received grant from NewPage Corp. enabling them to send 1200 complimentary copies of an assn publication to elementary schools in Michigan's Upper Peninsula. LL initiated a successful fund-raising program to provide \$50,000 to augment LLMA's eventual set up and start up costs in the new park visitor center.

Membership is another source of revenue. Crater Lake began publication of a new membership newsletter. Antietam and Monocacy's partner published an electronic newsletter to allow WMIA to keep its over one thousand members apprised of park news. ZNHA increased membership from approximately 1,000 to over 2,500.

Outreach helps to bring new interest to parks and their programs. GGC launched the Teens on Trails community service program for Bay Area

high school students. GCNHA expanded its outreach programs by partnering with the Powell Museum and the Page Public Library to establish the Glen Canyon Lecture Series.

VIP support helped parks better manage their programs. FUA supported Volunteers in Classrooms. FNPMA funded recognition events for the VIP and YCC programs. In addition to regular support for volunteer expense reimbursement, JNPA hosted the parks annual VIP banquet to acknowledge and thank the volunteers for their service. Lassen Loomis Volcano Assn established a joint volunteer program with LVNP. This now enables LLMA to support the Park more effectively through the use of Park volunteers.

Associations paid for staffing for park programs. Park Archivist, Assistant Curator, two Education Specialists, Education Staff Assistant, Exhibit Specialist, Librarian, and Office Automation Clerk are among the positions provided by JNPA. FLHA funded three summer interpreters and one summer librarian / researcher. GNHA paid for a museum technician.

There were some lows and unexpected highs faced by associations due to natural disaster. Flooding at Death Valley caused 30% decrease

in sales for the first five months. Then the wild-flowers came and sales increased 155% from the previous year. Several Eastern National sites were affected by a heavy hurricane season. Gulf Islands NS was hit for a second straight year. BBNHA also saw a an impact from the hurricanes that hit Louisiana and Texas.

Strategic Goals: A look to the future

Director's Order 32: Cooperating Associations. It was decided that a small internal work group would be brought together to create a good working draft of DO 32 and RM 32.

Regional Chiefs of Interpretation were contacted to make recommendations for people to be in the work group. The final group included the Servicewide Coordinator, a Regional Coordinator, four field coordinators, a solicitor, and representatives from the Partnership Office, and Harpers Ferry Center.

Weekly 1^{1/2} hour conference calls were held going through the DO and RM page by page. The work group concluded its revision of DO 32 and RM 32 excluding appendices.

In 2006, the work group will continue work on the appendices and the DO and RM will be sent to program managers for review. Later in the year, the DO and RM will be shared with partners for review and work with partners parks and to develop a draft document.

The the document should beavailable for Diirector approval by Fiscal Year end 2006.

Suggested changes to the DO and RM

1. The Scope of Sales statement is now mandatory condition of the partnership rather than suggested. This language will have to be included in the Standard Agreement. A new section on "Sales Planning" was added to give further guidance to agency and association managers.

2. The Sales Item Review and Approval section was expanded to include more information on the "how" of evaluation.

3. The "Thematic Merchandise" section was revamped to place more emphasis on the different types of thematic merchandise and to encourage development and sale of some types of merchandise (museum reproductions).

4. The entire tone of the document was changed to reflect more of an equal partnership rather than NPS having a dominant role.

5. The section on "Designation" of an association was expanded to include guidance for park managers on how to go about choosing a cooperating association partner.

6. A separate section on "Evaluation" was created to distinguish evaluations/operations reviews as a separate process not tied to termination.

7. The chapter on Interpretive Activities was overhauled to include a separate introduction. More emphasis was place on the roles of NPS and Associations in planning and implementation of interpretive programs.

8. The concessions-related sections were updated to reflect recommendations made in GAO Report, GAO-03-585. This includes information on commercial services planning and clarification of when a Commercial Use Authorization when convenience item sales are below \$25,000.

9. References to fundraising were reviewed to make sure they are consistent with DO 21: Fundraising. A great deal of attention was paid to offering suggestions to park managers on building positive relationships between associations and friends organizations including the sale of friends merchandise by associations.

10. The sections on "Off Site Sales" were clarified and a new section on Special Event Sales was added since this is an increasing area of concern for parks and associations.

11. Stronger guidance was provided on the proper use of supplemental and cooperative agreements to deter misuse of the Standard Cooperating Association Agreement.

12. Hyperlinks were added throughout the document to agency, departmental, other governmental and partner organizations to ease access to information.

13. Audit requirements were raised from \$1 million to \$2 million with review raised from \$250,000 to \$500,000 to reflect inflation, time value of money and to be more in line with those states with audit requirements.

14. The Partnership Fund section was deleted since the Partnership Fund has not been utilized since 2000.

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2005 Key Data

Association	Gross Profit	Total Net Revenue	Expenses (less program service)	Total Aid: financial and program service
Alaska Natural History Assn	\$1,351,667	\$2,008,550	\$292,045	\$1,647,484
Arizona Memorial Museum Assn	\$2,965,968	\$11,835,359	\$2,316,176	\$2,521,053
Association for the Preservation of Virginia Antiquities	\$200,445	\$200,445	\$40,843	\$90,257
Badlands Natural History Assn	\$119,307	\$126,359	\$73,814	\$95,165
Big Bend Natural History Assn	\$205,635	\$296,179	\$131,545	\$170,783
Black Hills Parks & Forest Assn	\$105,539	\$105,539	\$0	\$24,084
Bryce Canyon Natural History Assn	\$677,187	\$737,529	\$151,064	\$464,602
Cabrillo National Monument Foundation	\$234,814	\$267,729	\$65,339	\$201,696
Canyonlands Natural History Assn	\$872,319	\$890,857	\$325,048	\$375,953
Capitol Reef Natural History Assn	\$250,728	\$253,667	\$112,568	\$128,494
Carlsbad and Guadalupe Mountains Assn	\$459,557	\$495,194	\$282,913	\$244,787
Colorado National Monument Assn	\$101,357	\$117,449	\$36,661	\$93,332
Crater Lake Natural History Assn	\$228,104	\$250,680	\$0	\$185,130
Craters of the Moon Natural History Assn	\$101,102	\$106,882	\$99,694	\$2,867
Death Valley Natural History Assn	\$520,364	\$534,814	\$137,812	\$261,621
Devils Tower Natural History Assn	\$132,570	\$163,843	\$79,636	\$83,743
Eastern National	\$12,320,237	\$12,840,702	\$2,768,374	\$9,929,353
Florida National Parks & Monuments Assn	\$459,819	\$465,290	\$360,626	\$101,752
Fort Clatsop Historical Assn	\$285,643	\$307,374	\$76,345	\$128,796
Fort Frederica Assn	\$22,689	\$22,719	\$5,160	\$10,388
Fort Laramie Historical Assn	\$83,573	\$92,787	\$49,731	\$46,296
Fort Union Trading Post	\$22,350	\$25,686	\$27,174	\$8,154
George Washington Birthplace National Memorial Assn	\$43,775	\$50,362	\$23,547	\$16,225
George Washington Carver Birthplace District Assn	\$22,416	\$62,150	\$27,796	\$117,545
Glacier Natural History Assn	\$567,594	\$604,175	\$67,699	\$397,331
Glen Canyon Natural History Assn	\$152,352	\$157,211	\$91,231	\$61,252
Golden Gate National Parks Conservancy	\$3,804,427	\$17,386,162	\$3,348,130	\$11,244,683
Grand Canyon Assn	\$2,363,523	\$3,071,131	\$933,349	\$2,114,467
Grand Teton Natural History Assn	\$996,683	\$1,055,271	\$116,898	\$1,608,435
Great Basin Assn	\$13,567	\$14,230	\$19,449	\$806
Great Smoky Mountains Assn	\$2,539,863	\$3,070,285	\$886,840	\$2,298,180
Harpers Ferry Historical Assn	\$212,031	\$301,037	\$32,775	\$201,183
Hawaii Natural History Assn	\$1,121,012	\$1,165,730	\$595,247	\$420,102
Historic Hampton, Inc.	\$2,804	\$214,025	\$58,751	\$90,375
Intermountain Natural History Assn [Dinosaur]	\$212,796	\$322,956	\$108,476	\$209,145
Isle Royale Natural History Assn	\$48,162	\$115,120	\$33,929	\$78,413
Jefferson National Parks Assn	\$2,905,580	\$2,950,777	\$578,506	\$2,255,523
Joshua Tree National Park Assn	\$317,748	\$471,845	\$154,212	\$192,591
Kennesaw Mountain Historical Association	\$95,330	\$102,778	\$43,715	\$60,168
Lake States Interpretive Assn	\$41,483	\$41,938	\$10,624	\$41,943
Lassen Loomis Museum Assn	\$69,728	\$83,818	\$44,300	\$13,775
Lava Beds Natural History Assn	\$47,442	\$49,930	\$3,215	\$40,767
Manzanar History Assn	\$80,354	\$135,018	\$54,378	\$41,892
Mesa Verde Museum Assn	\$427,463	\$447,802	\$141,702	\$469,984
Mount Rushmore History Assn	\$556,848	\$665,540	\$164,638	\$426,248
Northwest Interpretive Assn	\$483,058	\$565,832	\$0	\$478,607
Ocmulgee National Monument Assn	\$18,457	\$58,917	\$19,459	\$76,470
Oregon Trail Museum Assn	\$49,734	\$49,844	\$32,931	\$2,533
Petrified Forest Museum Assn	\$176,416	\$183,880	\$65,692	\$151,563
Pipestone Indian Shrine Assn	\$128,122	\$164,848	\$113,130	\$44,332
Point Reyes National Seashore Assn	\$162,252	\$1,147,643	\$193,349	\$902,948
Redwood Park Assn	\$137,319	\$156,319	\$105,745	\$79,962
Rocky Mountain Nature Assn	\$634,005	\$854,945	\$386,349	\$557,147
Roosevelt-Vanderbilt Historical Assn	\$91,559	\$94,029	\$39,905	\$92,325
San Francisco Maritime National Park Assn	\$175,529	\$960,147	\$219,767	\$796,745
Sequoia Natural History Assn	\$502,484	\$1,157,013	\$449,688	\$1,034,907
Shenandoah National Park Assn	\$280,061	\$317,835	\$76,510	\$239,528
Theodore Roosevelt Nature and History Assn	\$125,343	\$131,610	\$113,760	\$24,801
Weir Farm Art Center	\$2,700	\$382,703	\$40,340	\$213,241
Western Maryland Interpretive Assn	\$374,506	\$403,841	\$130,801	\$249,121
Western National Parks Assn	\$4,341,125	\$4,556,932	\$752,899	\$3,851,665
Yellowstone Assn	\$1,196,510	\$3,388,455	\$585,294	\$2,567,998
Yosemite Assn	\$1,038,680	\$2,144,107	\$391,234	\$1,576,277
Zion Natural History Assn	\$942,625	\$1,074,814	\$409,693	\$601,221

2005 Ranking by Aid

Association	Total Aid	Total Net Revenue	Aid as a Percentage of Net Revenue
Golden Gate National Parks Conservancy	\$11,244,683	\$17,386,162	64.68%
Eastern National	\$9,929,353	\$12,840,702	77.33%
Western National Parks Assn	\$3,851,665	\$4,556,932	84.52%
Yellowstone Assn	\$2,567,998	\$3,388,455	75.79%
Arizona Memorial Museum Assn	\$2,521,053	\$11,835,359	21.30%
Great Smoky Mountains Assn	\$2,298,180	\$3,070,285	74.85%
Jefferson National Parks Assn	\$2,255,523	\$2,950,777	76.44%
Grand Canyon Assn	\$2,114,467	\$3,071,131	68.85%
Alaska Natural History Assn	\$1,647,484	\$2,008,550	82.02%
Grand Teton Natural History Assn	\$1,608,435	\$1,055,271	152.42%
Yosemite Assn	\$1,576,277	\$2,144,107	73.52%
Sequoia Natural History Assn	\$1,034,907	\$1,157,013	89.45%
Point Reyes National Seashore Assn	\$902,948	\$1,147,643	78.68%
San Francisco Maritime National Park Assn	\$796,745	\$960,147	82.98%
Zion Natural History Assn	\$601,221	\$1,074,814	55.94%
Rocky Mountain Nature Assn	\$557,147	\$854,945	65.17%
Northwest Interpretive Assn	\$478,607	\$565,832	84.58%
Mesa Verde Museum Assn	\$469,984	\$447,802	104.95%
Bryce Canyon Natural History Assn	\$464,602	\$737,529	62.99%
Mount Rushmore History Assn	\$426,248	\$665,540	64.05%
Hawaii Natural History Assn	\$420,102	\$1,165,730	36.04%
Glacier Natural History Assn	\$397,331	\$604,175	65.76%
Canyonlands Natural History Assn	\$375,953	\$890,857	42.20%
Death Valley Natural History Assn	\$261,621	\$534,814	48.92%
Western Maryland Interpretive Assn	\$249,121	\$403,841	61.69%
Carlsbad and Guadalupe Mountains Assn	\$244,787	\$495,194	49.43%
Shenadoah National Park Assn	\$239,528	\$317,835	75.36%
Weir Farm Art Center	\$213,241	\$382,703	55.72%
Intermountain Natural History Assn [Dinosaur]	\$209,145	\$322,956	64.76%
Cabrillo National Monument Foundation	\$201,696	\$267,729	75.34%
Harpers Ferry Historical Assn	\$201,183	\$301,037	66.83%
Joshua Tree National Park Assn	\$192,591	\$471,845	40.82%
Crater Lake Natural History Assn	\$185,130	\$250,680	73.85%
Big Bend Natural History Assn	\$170,783	\$296,179	57.66%
Petrified Forest Museum Assn	\$151,563	\$183,880	82.42%
Fort Clatsop Historical Assn	\$128,796	\$307,374	41.90%
Capitol Reef Natural History Assn	\$128,494	\$253,667	50.65%
George Washington Carver Birthplace District Assn	\$117,545	\$62,150	189.13%
Florida National Parks & Monuments Assn	\$101,752	\$465,290	21.87%
Badlands Natural History Assn	\$95,165	\$126,359	75.31%
Colorado National Monument Assn	\$93,332	\$117,449	79.47%
Roosevelt-Vanderbilt Historical Assn	\$92,325	\$94,029	98.19%
Historic Hampton, Inc.	\$90,375	\$214,025	42.23%
Association for the Preservation of Virginia Antiquities	\$90,257	\$200,445	45.03%
Devils Tower Natural History Assn	\$83,743	\$163,843	51.11%
Redwood Park Assn	\$79,962	\$156,319	51.15%
Isle Royale Natural History Assn	\$78,413	\$115,120	68.11%
Ocmulgee National Monument Assn	\$76,470	\$58,917	129.79%
Glen Canyon Natural History Assn	\$61,252	\$157,211	38.96%
Kennesaw Mountain Historical Association	\$60,168	\$102,778	58.54%
Fort Laramie Historical Assn	\$46,296	\$92,787	49.89%
Pipestone Indian Shrine Assn	\$44,332	\$164,848	26.89%
Lake States Interpretive Assn	\$41,943	\$41,938	100.01%
Manzanar History Assn	\$41,892	\$135,018	31.03%
Lava Beds Natural History Assn	\$40,767	\$49,930	81.65%
Theodore Roosevelt Nature and History Assn	\$24,801	\$131,610	18.84%
Black Hills Parks & Forest Assn	\$24,084	\$105,539	22.82%
George Washington Birthplace National Memorial Assn	\$16,225	\$50,362	32.22%
Lassen Loomis Museum Assn	\$13,775	\$83,818	16.43%
Fort Frederica Assn	\$10,388	\$22,719	45.72%
Fort Union Trading Post	\$8,154	\$25,686	31.75%
Craters of the Moon Natural History Assn	\$2,867	\$106,882	2.68%
Oregon Trail Museum Assn	\$2,533	\$49,844	5.08%
Great Basin Assn	\$806	\$14,230	5.66%
AVERAGE DONATION ALL ASSOCIATIONS			65.95%

2005 Ranking by Net Revenue

Association	Total Aid	Total Net Revenue	Aid as a Percentage of Net Revenue
Golden Gate National Parks Conservancy	\$11,244,683	\$17,386,162	64.68%
Eastern National	\$9,929,353	\$12,840,702	77.33%
Arizona Memorial Museum Assn	\$2,521,053	\$11,835,359	21.30%
Western National Parks Assn	\$3,851,665	\$4,556,932	84.52%
Yellowstone Assn	\$2,567,998	\$3,388,455	75.79%
Grand Canyon Assn	\$2,114,467	\$3,071,131	68.85%
Great Smoky Mountains Assn	\$2,298,180	\$3,070,285	74.85%
Jefferson National Parks Assn	\$2,255,523	\$2,950,777	76.44%
Yosemite Assn	\$1,576,277	\$2,144,107	73.52%
Alaska Natural History Assn	\$1,647,484	\$2,008,550	82.02%
Hawaii Natural History Assn	\$420,102	\$1,165,730	36.04%
Sequoia Natural History Assn	\$1,034,907	\$1,157,013	89.45%
Point Reyes National Seashore Assn	\$902,948	\$1,147,643	78.68%
Zion Natural History Assn	\$601,221	\$1,074,814	55.94%
Grand Teton Natural History Assn	\$1,608,435	\$1,055,271	152.42%
San Francisco Maritime National Park Assn	\$796,745	\$960,147	82.98%
Canyonlands Natural History Assn	\$375,953	\$890,857	42.20%
Rocky Mountain Nature Assn	\$557,147	\$854,945	65.17%
Bryce Canyon Natural History Assn	\$464,602	\$737,529	62.90%
Mount Rushmore History Assn	\$426,248	\$665,540	64.05%
Glacier Natural History Assn	\$397,331	\$604,175	65.76%
Northwest Interpretive Assn	\$478,607	\$565,832	84.58%
Death Valley Natural History Assn	\$261,621	\$534,814	48.92%
Carlsbad and Guadalupe Mountains Assn	\$244,787	\$495,194	49.43%
Joshua Tree National Park Assn	\$192,591	\$471,845	40.82%
Florida National Parks & Monuments Assn	\$101,752	\$465,290	21.87%
Mesa Verde Museum Assn	\$469,984	\$447,802	104.95%
Western Maryland Interpretive Assn	\$249,121	\$403,841	61.69%
Weir Farm Art Center	\$213,241	\$382,703	55.72%
Intermountain Natural History Assn [Dinosaur]	\$209,145	\$322,956	64.76%
Shenandoah National Park Assn	\$239,528	\$317,835	75.36%
Fort Clatsop Historical Assn	\$128,796	\$307,374	41.90%
Harpers Ferry Historical Assn	\$201,183	\$301,037	66.83%
Big Bend Natural History Assn	\$170,783	\$296,179	57.66%
Cabrillo National Monument Foundation	\$201,696	\$267,729	75.34%
Capitol Reef Natural History Assn	\$128,494	\$253,667	50.65%
Crater Lake Natural History Assn	\$185,130	\$250,680	73.85%
Historic Hampton, Inc.	\$90,375	\$214,025	42.23%
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Petrified Forest Museum Assn	\$151,563	\$183,880	82.42%
Pipestone Indian Shrine Assn	\$44,332	\$164,848	26.89%
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AVERAGE DONATION ALL ASSOCIATIONS			65.95%

2005 Ranking by Percentage of Aid to Net Revenue

Association	Total Aid	Total Net Revenue	Aid as a Percentage of Net Revenue
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INSTRUCTIONS FOR COMPLETING NONPROFIT ORGANIZATION ANNUAL REPORT OF OPERATIONS AND AID TO FEDERAL LAND MANAGEMENT AGENCY(IES)

INTRODUCTION

The following instructions have been developed to assist in preparing the Annual Report of Operations and Aid ("Annual Report") to a Federal Land Management Agency ("FLMA"). The Annual Report of Operations relates to information as reported on Internal Revenue Service ("IRS") Form 990 for the most recently completed fiscal year. The Report of Aid represents amounts the association donated during the fiscal year. This does not include moneys set aside for aid projected but not yet delivered. All figures on the report must be rounded to the nearest dollar.

The Annual Report is due annually on March 31 and should be based on the association's most recently completed fiscal year. Each nonprofit should submit a completed Annual Report, along with a copy of the organization's IRS Form 990 or 990EZ (990PF or 990T if applicable), and a copy of the audited financial statements (for those associations with revenue of \$1,000,000 or more), reviewed financial statements (for those associations with gross revenue of \$250,000 to \$1,000,000), or compiled financial statements (for those association's with gross revenue under \$250,000). Organizations would also submit a separate brief narrative of the year's major accomplishments for each federal agency with which they partner.

GENERAL:

In the spaces indicated provide the Organization Name, Fiscal Year Ending Date for which the *Reports of Operations and Aid* are being submitted and a description of the organization's basic activity (pursuant to its exempt status). Standard names for the Organization's basic activity have been provided. The nonprofit should check the name, or names that apply to its operations.

STATEMENT OF PROGRAM SERVICES— OPERATIONS INSTRUCTIONS

The Nonprofit Organization reports all Revenues and Expenses that the Organization incurs pursuing its nonexempt purpose in service to a particular Federal Land Management Agency (FLMA) on the Statement of Program Services – Operations (Statement-Ops). The statement-ops has six columns. Four columns have been provided to report revenue and expenses for each FLMA served, a fifth column is provided to report revenue and

expenses for any Non-Federal Agency(ies), (State, Local, or Municipal, e.g.) served; and the sixth column is the total of all revenue and expenses for all agencies served. The Total Column should agree with the appropriate revenue and expenses reported on Parts I and II of the Organization's Internal Revenue Service ("IRS") Form 990. The nonprofit completing the report should label each column for the FLMA served.

REVENUE

1a. SALES OF INTERPRETIVE MATERIALS: Gross revenue from the sales of interpretive materials including print and non-print items such as books, posters, postcards, audio and video tapes, theme-related sales items and products of interpretive demonstrations should be reported on line 1a.

1b. SALES OF VISITOR CONVENIENCE ITEMS: Gross revenue from visitor convenience items sold under concession permits should be reported on line 1b.

1c. SALES-OTHER: All other revenue from the sale of inventory that is not from the Sale of Interpretive Items or from the Sale of Visitor Convenience items should be reported as "Other" on line 1c.

2. COST OF GOODS SOLD: The costs of all merchandise sold for all interpretive material, visitor convenience or other items held in inventory pursuant to the organizations tax-exempt purpose.

3. GROSS PROFIT: Subtract the cost of goods sold, line 2, from the Total Revenue, line 1 and report the difference as Gross Profit on line 3.

4. PROGRAM SERVICE REVENUE: This is revenue that is related to the organization's tax-exempt purpose that is not related to the sale of inventory.

OTHER INCOME:

5a. DONATIONS FROM OUTSIDE SOURCES: Report contributed funds, equipment and services from individuals, foundations, corporations and

other sources. Include honor system trail guide donations in this category. These should be reported on line 5a.

5b. MEMBERSHIP: Report revenues received from memberships in cooperating associations on line 5b.

5c. INTERPRETIVE/COOPERATIVE PROGRAMS:

Revenue derived from interpretive/cooperative programs operated by the association is included in this category. This includes programs such as audio tours; interpretive tours/excursions, field seminar programs etc. are reported on line 5c.

5d. OTHER: Revenues not covered in other categories such as interest income or royalties are reported on line 5d.

6. TOTAL NET REVENUE: Add lines 3, 4 and 5a, b, c, and d. The Organization completing the report should use its best judgment in posting revenue and or expenses to lines 1 through 5 after taking into account the instructions provided for those lines. **Total Net Revenue should agree with Part I, Line 12 of the Organization's IRS Form 990.**

EXPENSES:

7. PROGRAM SERVICES OPERATING ACTIVITIES:

Costs related to activities conducted which form the basis of the organization's tax exempt purpose. For example, a cooperating association tax exempt purpose may be to assist with the interpretive, educational, historical and scientific mission of the National Park Service. In pursuing this mission the association may operate a retail bookstore that procures and sells educational materials. Expenses such as personnel and salary costs directly related to operating the bookstore should be considered as program services expenses. Nonprofits that service federal agencies may differ in mission, in size or in structure. This can impact on the way costs are incurred and reported. It may not be immediately obvious whether certain costs are program service or administrative. In those instances the prudent judgment of the organization's financial managers or the advice of the organization's auditors or accountants should be used. In the case of personnel and salary costs that are also considered donations to the FLMA, appropriate agency managers should be consulted. **These expenses are reported in Part II, Column**

B of the Organization's IRS Form 990, and are the sum of lines 23 through 43d.

8. MANAGEMENT AND GENERAL EXPENSES: Report the organization's expenses that result from the overall function and management rather than the direct conduct of the program services (exempt activities). These are normally what are called General and Administrative, Principal Office or Headquarters expenses **however they would exclude all costs related to fundraising.** Examples of Management and General Expenses would be salaries and expenses of the chief officer of the organization, and that officer's direct staff, expenses related to the Board of Directors for the organization, office management, personnel, accounting, legal services, insurance, utility and occupancy costs. Nonprofits that service FLMA's may differ in mission, in size or in structure. This can impact on the way costs are incurred and reported. It may be appropriate for certain indirect expenses to be allocated to program services. The regulations for preparing IRS Form 990 allow for such allocations. If the IRS Form 990 is prepared with these allocations from management and general expenses to program services expenses then the **Statement** should also be prepared with the allocations consistent with the IRS Form 990. In those instances the prudent judgment of the organization's financial managers or the advice of the organizations auditors or accountants should be used. **These expenses are reported in Part II, Column C of the Organization's IRS Form 990 on line 44.**

9. FUNDRAISING EXPENSES: Report the total expenses incurred in soliciting contributions, gifts, grants, etc. Fundraising expenses would result from activities that include publicizing and conducting fundraising campaigns; soliciting bequests and grants from foundations or other organizations; participating in federated fundraising campaigns; preparing and distributing fundraising manuals, instructions or other materials; conducting special events to raise funds. **These expenses are reported in Part II, Column D of IRS Form 990 on line 44.**

10. TOTAL OPERATING EXPENSES: The total of Lines 7, 8 and 9.

11. EXCESS (DEFICIT) BEFORE DONATIONS: Subtract Line 10 from Line 6. This would

[Further guidance for donations for recognizing capital improvements may be found in FLMA policy documents and agreements.]

5. SALES AREA CONSTRUCTION AND REDESIGN. A nonprofit's sales areas may serve a dual purpose: selling interpretive materials and providing visitors with interpretive information. In recognition of this dual purpose, 50% of an association's direct cost for the construction or redesign of association sales areas is reportable as aid.

6. PRE-PUBLICATION EXPENSES. When the nonprofit publishes materials at the request of the FLMA, they should report as aid any pre-publication expenses that are not included as the cost of the book carried in inventory. Costs such as writing, editing, photography, and other pre-production costs are reported as aid unless these costs are included in the book's inventory value on the balance sheet.

7. OTHER. Report any other aid that is not appropriately reported in other categories. When "other" category exceeds 10% of gross aid for a given fiscal year, provide explanatory notes on back of annual report.

8. TOTAL. Totals of lines 1 through 7. This total should agree with the amount reported on the organization's IRS Form 990, Part II, Column B, Line 22.

II. PROGRAM SERVICE EXPENSES:

9. FROM OPERATING ACTIVITIES. This is defined as those costs such as personnel and salary costs that the organization incurs as a result of conducting its primary activity or tax-exempt purpose. These expenses are recorded on the organizations IRS Form 990, Part II, Column B, including Lines 23 to 43e. These expenses are also reported on Line 7 of the *Nonprofit Organization Annual Report—Program Services Statement of Operations*.

III. TOTAL AID:

10. Total. The sum of Lines 8 and 9. This total should agree with Part II, Line 44, Column B of the organization's IRS Form 990.

11. TOTAL NET REVENUE. This would be the amount reported on the Organization's Statement of Program Services - Operations – Program Services

Line 6 and should agree with the amount reported on Part I, Line 12 of the organizations IRS Form 990.

12. % OF AID TO NET REVENUE. Line 11 divided by Line 12.

STATEMENT OF NON-FINANCIAL [IN-KIND] AID INSTRUCTIONS

In addition to operating a program on behalf of a Federal Land Management Agency ("FLMA") or paying directly for goods or services on behalf of FLMA, the Non-Profit organization might also provide certain non-financial services (also referred to as "in-kind" service) to or on behalf of a FLMA. The nonprofit would report its "non-financial" aid on the Statement of Non-Financial Aid). This report has six columns. Four columns have been provided to report those items of non-financial support for FLMA's served, a fifth column is provided to report non-financial aid for any Non-Federal Agency(ies), (State, Local, or Municipal, e.g.) served; and the sixth column is the TOTAL of all non-financial aid for all agencies served.

Suggested categories for certain items of non-financial aid are provided below. However, because there are services that can be unique to the nonprofit there is provision to report for those "unique services".

REPORTING OF IN-KIND AID:

1. EDUCATIONAL CONTACT HOURS: These statistics would be based on one (1) program hour times the number of program participants.

2. VISITOR CONTACT HOURS: Based as much as possible on payroll hours of staff provided at visitor contact locations (i.e., visitor centers.)

3. PIECES OF FREE LITERATURE DISPENSED: Actual counts of all items of free literature produced that are made available to the public.

4. QUANTITY OF ITEMS SOLD: Per unit counts of interpretive and educational products sold for the benefit of the FLMA.

5. #NUMBER OF VOLUNTEER HOURS: Actual volunteer hours spent in service to the FLMA by volunteers for the fiscal year and also hours spent soliciting the aid of volunteers. [The organization or FLMA with which the volunteer has a signed volunteer agreement is the entity that should record and report these hours.]

- 6. OTHER SERVICES:** Other statistical information that the organization would deem as contributing to the mission and objectives of the FLMA. Each item in this category should be briefly described.

STATEMENT OF FUNDS RECEIVED AND AID DISBURSED AS AN AGENT FOR OTHER ENTITIES

There are instances where the Nonprofit Organization receives and disburses funds as an agent, trustee or intermediary on behalf of a Federal Land Management Agency in support of a program of the Agency. The distinguishing feature of these transactions is the extent of discretion that the nonprofit has over the use of the assets that it holds on behalf of the Agency. If it has little or no discretion, Generally Accepted Accounting Principles require that these types of transactions be treated as increases to assets and liabilities when received and decreases to assets and liabilities when disbursed. These funds represent aid that should be reported on the "Statement of Funds Received and Aid Disbursed as an Agent for Other Entities".

This Statement has six columns. Four columns have been provided to report financial aid for each FLMA served by the organization, a fifth column is provided to report financial aid for any NON-FEDERAL AGENCY(IES), (State, Local, or Municipal, e.g.) served. The sixth column is the TOTAL of all financial aid for all agencies served.

The statement is divided into two sections, Section I - Funds that were received in the year, and Section II for aid that has been disbursed in the year to the FLMA.

I. FUNDS RECEIVED DURING THE YEAR:

Any funds received in the year that meet the criteria of Financial Accounting Standards Statement 136 - (FAS 136) requiring that the funds received be accounted for as increases to assets and liabilities on the association's balance sheet should be reported here. The amounts reported here represent new funds received and not previously reported.

II. AID DISBURSED DURING THE YEAR:

Any disbursements made from funds received and recorded under the criteria of FAS 136 as decreases to assets and liabilities to the Nonprofit Organization's assets and liabilities would be reported here. The amounts reported here represent disbursements that were actually made in the current year and not previously reported.

Nonprofit Organization

Report to Federal Land and Management Agency

STATEMENT OF PROGRAM SERVICES—OPERATIONS

Organization:

- ☐ Cooperating Association/Interpretive Association Selling Educational Materials
☐ Friends Group-Fundraising
☐ Membership Organization
☐ Institute/Field School
☐ Other _____

Fiscal Year End:

Program Services:

Line #	REVENUE	FEDERAL AGENCY SERVED:				Other Agencies	Total Agencies
1.	Sales						
	a. Interpretive Materials						
	b. Visitor Convenience Items						
	c. Other						
	TOTAL						
2.	Cost of Goods Sold						
3.	Gross Profit						
4.	Program Service revenue						
5.	Other income						
	a. Donations from Outside Sources						
	b. Membership Income						
	c. Interpretive/Cooperative Programs						
	d. Other						
	TOTAL						
6.	TOTAL NET REVENUE						
	EXPENSES						
7.	Program Services Operating Activities						
8.	Management and General						
9.	Fundraising						
10.	TOTAL OPERATING EXPENSES						
11.	EXCESS (DEFICIT) BEFORE DONATIONS						
12.	Donations/grants/allocations made to Federal Agency						
13.	EXCESS (DEFICIT) FOR THE YEAR						

STATEMENT OF FINANCIAL AID

FEDERAL AGENCY SERVED:

Line #

I. Detail of grants and allocations (Col. B, Line 22 Form 990)

1. Interpretation									
2. Research									
3. Free publications									
4. Structures and/or facilities other than sales areas									
5. Sales area construction and redesign									
6. Pre-publication expenses									
7. Other									
a.									
b.									
c.									
d.									
Total									
8. Total Financial Aid (Column B, Line 22, Form 990)									

II. Program services expenses

9. Program service-operating activities-Part II, Column B-sum of lines 23-43e, Form 990									
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III. Total aid as a % of net revenue

10. TOTAL AID (Total Lines 8&9)									
11. TOTAL NET REVENUE (Program Services-Statement of Operations Line 6)									
12. % AID to NET REVENUE (Line 10 divided by Line 11)									

Other
Agencies

Total
Agencies

STATEMENT OF NON-FINANCIAL AID

FEDERAL AGENCY SERVED:					Other Agencies	Total Agencies
Line #						
1.	Educational contact hours					
2.	Visitor contact hours					
3.	Number of pieces of free literature produced					
4.	Number of items sold					
5.	Number of volunteer hours managed					
6.	Other unique services					
a.						
b.						
c.						
d.						
e.						

FUNDS RECEIVED AND AID DISBURSED AS AN AGENT FOR OTHER ENTITIES

FEDERAL AGENCY SERVED:					Other Agencies	Total Agencies
Line #						
I.	Funds received during the year					
II.	Aid disbursed during the year					

National Park Service
U.S. Department of the Interior



Division of Interpretation & Education
1849 "C" Street, NW (2450)
Washington, DC 20240